



**SPORT
BC**

**ANNUAL
REPORT
2010-11**





Trust Integrity Team Work Transparency

Our Values...

Mission:

As a leader in the sport system, Sport BC strengthens and builds the capacity of the Provincial Sport Organization (PSO) in order to encourage and foster the growth of sport in British Columbia.

Vision:

Sport BC is regarded as an effective, ethical organization that is viewed as a leader provincially in the area of organized sport.

We envision a strong amateur sport community in BC that works together to provide quality opportunities for athletic development and achievement, and build healthy communities.

Objectives

In 1966, a small group of dedicated volunteers created a non-profit organization to provide a unified voice for amateur sport in British Columbia. While much has changed in 46 years, our core purpose remains the same:

Partnership

To increase the level of members' and partners' cooperation, contribution and confidence in Sport BC

Promotion

To promote and reflect the values of sport and the role of the PSOs in the delivery of a successful sport system in British Columbia

Stability

To strengthen the PSO sport system in BC

Organizational Responsibility

To ensure Sport BC is managed in a professional and fiscally responsible manner



Letter from Chair

The 2010/2011 fiscal year brought a number of changes for Sport BC. The departure of our previous CEO shortly before the start of the year was quickly followed by changes within our government and these uncertainties made progress a challenge. Our new CEO, Tim Gayda hit the ground running in September, and has led us deftly through these uncertain times.

One of our greatest challenges to date has been the Sport Centre in Richmond. Conceived at a time when our vision included housing the sport sector in the facility, Sport BC has faced tough financial decisions in the last several months. A business plan is now in place that recognizes and addresses all these challenges and changes.

The entire Sport BC board has also been hard at work, re-focusing on strategies for ensuring our PSO members can realize value from our organization. In November, a new Strategic Plan was adopted, after a very successful engagement with more members than we have seen in the past several years and, in the last several months, much work on new clear and prudent policies has been completed by our hard working committees. I recognize all those who contributed to this valuable work.

Based on our members' needs, we worked collaboratively with our partners, including the Province of British Columbia, to return our focus to membership and membership services, and we will continue to promote the structural reforms that will allow sport programs to serve more British Columbians at all levels of participation. Key to this will be a new sport agency, still in its infancy.

Departing from our board this year will be Russ Anthony, Past Chair, who has served for a total of ten years. We all owe him a very big thanks. Other departing members are Doug Stoutley, Doramy Ehling, and Ajay Patel. These volunteers, like all volunteers, have been invaluable to the cause of sport in BC. Thank you to each one of you.

As we will elect a new Board Chair in 2011, I close by expressing my appreciation for being allowed to serve for the last three years, and I now look forward to serving as Past Chair for 2011/2012. Thank you for your continued membership and support of sport.

L. John Alexander



Letter from CEO

When I signed up to take on the role of CEO, I was very cognizant of the environment into which I was stepping. I have always believed the true value of our organization is the collective voice and action of our membership. We do provide much needed administrative services but to truly make a difference in the sector, a new way of operating was required that called on trust, transparency and engagement to reshape the organization and what we represent.

Having taken the reins of the organization half-way through the year, there was no shortage of challenges to tackle, the largest being the budget. Sport BC reduced our staffing numbers and curbed all spending to get the 2010/2011 budget back in line. The realities of some of the commitments and the situation of the Sport Centre still negatively affected the budget but it came in very close to balanced, on a cash basis, which was a substantial improvement from previous years.

Next to the budget, the most pressing issue was getting a clear sense of who Sport BC is and what we should be doing. Within a few months in the fall, we worked to pull together a revised strategic plan focussed on driving value back to our voting members, the Provincial Sport Organizations. This new guide enabled us to build a one-year operating plan for the 2011/2012 fiscal that identified measurable outcomes, all within a realistic and balanced budget.

Regaining the trust of not only our members but the sport sector as a whole was critical to creating a relevant organization. Through the strategic planning process, greater transparency and engagement of the membership and partners returned a level of trust to Sport BC. With the work done with Ian Bird on the Shared Leadership model, we, Sport BC and the PSOs, are learning how to work collectively to effect change in the sector. This is not going to be easy and will require a commitment from everyone to work together where everyone will benefit.

2011/2012 will no doubt bring even more change: we may see a Provincial election and the start-up of a new sport agency. Sport BC is committed to being a relevant organization to our members, to operate in a fiscally responsible manner and be a good partner in the sport sector. With your cooperation and collective work, we can make positive changes so all of sport benefits in the long-term.

On behalf of the Sport BC staff and Board of Directors, a big thank you is owed to all of you who have invested time and energy in reshaping a revitalized Sport BC.

Sincerely,

Tim Gayda

PSOs
by the
numbers...

15
zero
paid staff

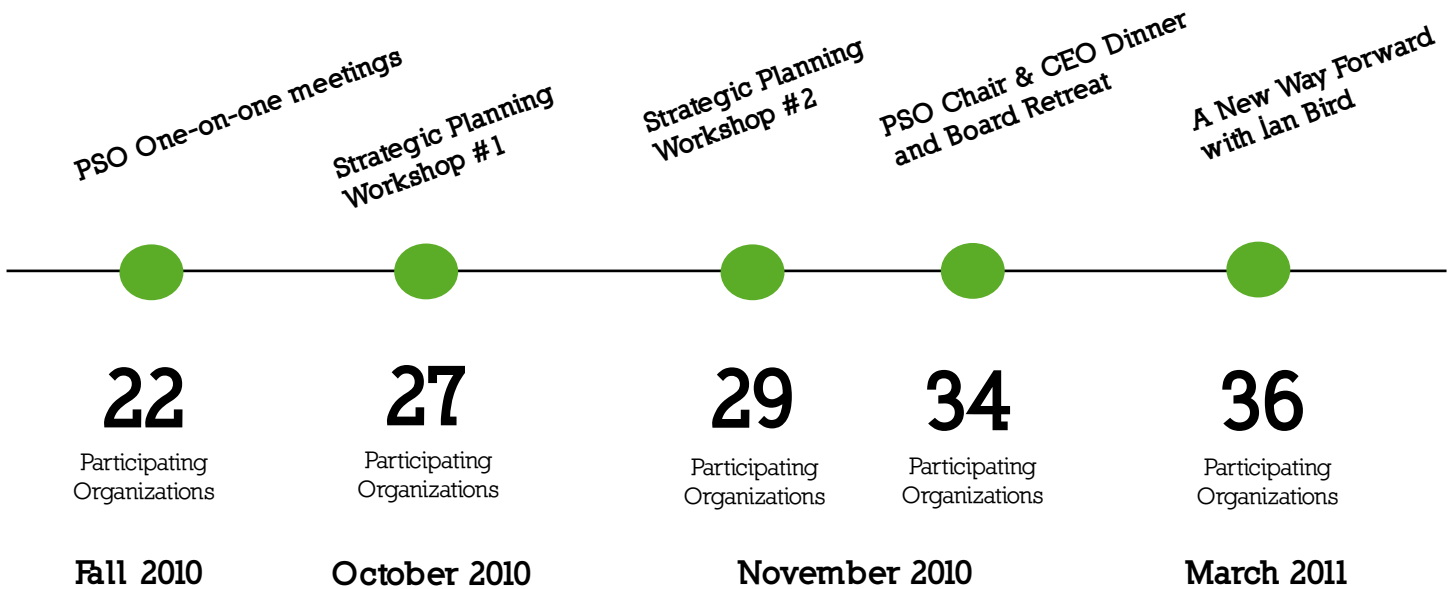
28
≤ two
paid staff

20
> two
paid staff

= 63
total
PSOs

Creating the Collective

We firmly believe the strength of the sport sector is linked to our ability to work effectively as a collective. In September, our new CEO started out knowing one thing for sure: we had to re-engage our membership. From there, he went to work, holding meetings, talking to our member organizations and, above all, listening. The result so far has been encouraging, but now the real work begins as we strive to have everyone – whether an organization of 20 paid staff, or an organization run by volunteers – actively contribute in our new way forward.



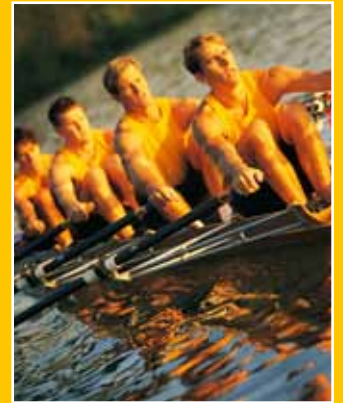
Membership Services

The core purpose of our operations at Sport BC is to strengthen and build the capacity of our members, the PSOs. By giving our members the tools needed to build their sport, we are ultimately encouraging the overall growth of sport in British Columbia. While all our departments could be called Membership Services, there is only one that focuses directly on capacity building within the PSOs.

Membership Services staff also participate in external committees on behalf of the Provincial Sport Organizations to share information with associations such as the BC Healthy Living Alliance, BC Sport & Recreation Injury Prevention Advisory Committee and 2010 Legacies Now Funding Model Working Groups.

Acting as a collective allows us to leverage the

Charter Bus Lines
Through a partnership with Charter Bus Lines, BC's athletes and coaches can participate in the Sporting Life on the Road program to reduce fees associated with bus travel around the province. In the second year of the partnership, over 45 clubs and associations from 11 PSOs took advantage of this membership savings.



51
PSOs

780
hours of training

Our Membership Services team arranged 11 professional development sessions in 2010/2011 and one Q+A on topics ranging from fundraising to BC's Society Act. In total, 155 people from 51 Provincial Sport Organizations completed 780 hours of training over the course of the year.

Along with professional development sessions, we also create and provide resource documentation and services to inform sport organization staff and volunteers. The 2010/2011 Salary and Benefits Survey collated feedback from 41 PSOs in a report designed to act as a general benchmark for staff who earn and pay salaries and benefits in a sport organization.

economies of scale for the benefit of the 650,000 people who participate annually in organized amateur sport in BC through our member PSOs.

Our sport travel programs, available to our members and their clubs and associations, do just that.

BC Ferries Sport Experience
The BC Ferries Sport Experience reduces the costs associated with ferry travel for athletes and coaches making their way to provincial competition. In 2010, the \$75,000 program transported 4008 participants from 49 communities, representing 40 Provincial Sport Organizations.

IHG – Holiday Inn, Holiday Inn Express
InterContinental Hotel Group (IHG) came on board in 2010 as the official accommodation partner of Sport BC to provide discounted rates to PSOs and their membership for sport travel. IHG represents Holiday Inn, Holiday Inn Express and a number of other hotel properties in BC.

40

PSOs used BC Ferries Sport Experience

4008

total participants

Marketing & Communication

Transparency: one of our organizational values, and one of our principles of communication at Sport BC. Beginning in September, we included Sport BC board meeting summaries in our Members Update newsletter and, more recently, we removed the password protected area of the website and opened subscription to our Members Update newsletter to the public. These changes allow us to connect with sport organization staff and volunteers we have not reached previously.

In February 2011, our communications team, in an effort to open the lines of communication even further, launched a PSO Communicators Working Group for communications staff in our Provincial Sport Organizations. We meet every six weeks to discuss best practices and upcoming opportunities to coordinate our efforts on the whole. Starting with seven participating organizations, the group continues to grow each meeting.

To complement our efforts to strengthen the sector internally, we also continue to espouse the values of sport and the PSO system externally to build support and credibility for organized amateur sport as an industry.

There is no better way to celebrate the system in BC, than with the Athlete of the Year Awards. The longest standing sport recognition event of its kind, Sport BC's Athlete of the Year Awards solicits nominations from our members for the most distinguished coaches, officials, and athletes of the previous year

to come out of their development programs. This past year, BC's sport community gathered on February 24th 2011 at the River Rock Show Theatre to honour the best in amateur sport at the 45th Annual Athlete of the Year Awards presented by TELUS. Twenty-two PSOs submitted nominations for the 17 distinct categories, and 16 athletes, coaches, and officials from 11 PSOs took home the golden statue.

Before recognizing BC's best athletes at the Athlete of the Year Awards, the Provincial Sport Organizations honoured the individuals who help these athletes reach their potential: sport volunteers. Founded in 1994, our annual Presidents' Awards ceremony gives member organizations an opportunity to acknowledge and thank a volunteer who has demonstrated outstanding dedication and commitment to their organization. The 17th annual event was held at the River Rock in conjunction with the 45th Athlete of the Year Awards and recognized 47 volunteers from 47 PSOs.

We also honour sport volunteers monthly from across the province at the Community Sport Hero Awards, presented by Encana. 2011 marks the ten-year anniversary of the program and in that time, we have visited 37 BC communities in order to recognize over 430 long-time sport volunteers from 50 PSOs. Thanks to the support of Encana, the program traveled to twelve communities in 2010 and helped 25 Provincial Sport Organizations honour those individuals who make sport happen at the community level.



Sport BC's Female Athlete of the Year, Maelle Ricker (right) poses with then - Minister of Community, Sport + Cultural Development, Stephanie Cadieux.



Representatives from 5 PSOs in the Langley community receive Community Sport Hero Awards

22

PSOs submitted Athlete of the Year nominations

47

PSOs recognized volunteers at Presidents' Awards

25

PSOs participated in Community Sport Hero Awards



Ritchie Bros. Auctioneers join with then-Premier Gordon Campbell to present KidSport with \$270,000

5454
kids received grants



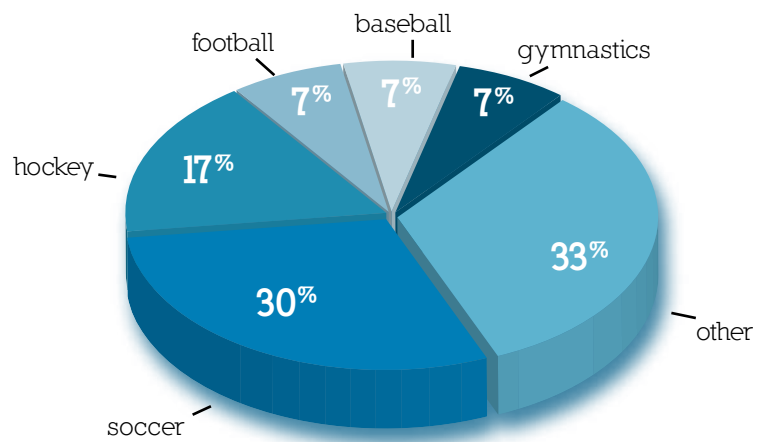
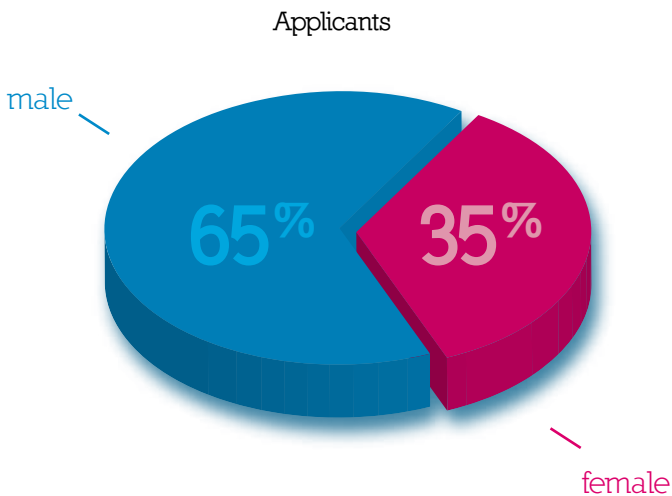
As part of our strategic plan, we are now operating KidSport as a distinct subsidiary of Sport BC with a defined level of service from Sport BC staff. But while KidSport operates with its own unique mission, vision, and values, it is still an integral part of Sport BC's operations and services. Established in 1993 by Sport BC in response to an identified need in the sport community, KidSport has since removed the financial barriers for 65,000 kids in British Columbia, providing them with the opportunity to join the Provincial Sport Organization sport system and participate in the sport season of their choice.

Working from the grassroots up, KidSport's 39 community chapters and approximately 300 volunteers raise funds locally to help kids in their communities get in the game. In 2010, KidSport BC chapters disbursed \$905,291.44 to support 5454 kids across the province. Grants ranged from \$100 - \$300 towards a sport season with one of

our member PSOs and all qualified applicants were supported. The success of KidSport relies on the generosity of numerous corporate and government sources. KidSport BC received a \$170,000 injection in 2010 courtesy of an annual "Sports Day" event organized by Ritchie Bros. Auctioneers, and the Province of British Columbia continues to make sport and healthy living a priority through funding for KidSport.

These efforts do not just strengthen KidSport – they strengthen the BC sport sector on the whole. The 5454 kids who received KidSport grants used them to register for a season with one of 49 PSOs, increasing registration while allowing the child to experience the valuable life lessons and skills that can only come through participation in organized, amateur sport.

So ALL Kids Can Play!



Top 5 sports funded

Financial Services

Responsibility and stability are the two approaches Sport BC's Financial Services department took to heart in the 2010/2011 year. Striving to ensure Sport BC is managed in a professional and fiscally responsible manner, we continued to balance the interests of Sport BC, while providing financial services to our membership on a break-even basis.

As a means of diversifying, Sport BC established SBC Insurance Agency in 1979 to generate revenue for our operations, and we later added to that by acquiring a significant stake in the national event insurance company, AllSport Insurance. Both moves continue to ensure the sustainability of our organization and provide for our ability to service our membership.

The financial services we offer include accounting and bookkeeping services aimed at easing the workload on our member organizations so they can focus on what they do best. Five PSOs take advantage of this service, which is a cost-effective resource for our membership, priced well-below market value in order to offset the cost of the staff person dedicated to this practice.

Sport BC also provides both payroll and benefits services to streamline this intricate process for sport organizations across the province. On a monthly basis in 2010, our payroll services staff processed \$1.4 million for 350 people, representing over 90 BC sport organizations, including 32 PSOs.

The FIRSTAR Sport Centre is managed by the Financial Services and Facilities team, and continues to be one of our greatest financial challenges. To mitigate this, we are working with BCIT on the long-term sustainability of the sport campus concept. Currently, 18 PSOs along with six MSOs and other sport organizations are tenants in the facility. Those 18 organizations, along with 29 others, also take advantage of our long-time partnership with TELUS and receive preferred rates on their telecommunications needs. While these organizations benefit from the economies of scale this situation engenders, there are also intangible benefits to working in the same building where organizations facing similar challenges can work collectively with each other, and with Sport BC, to move forward.

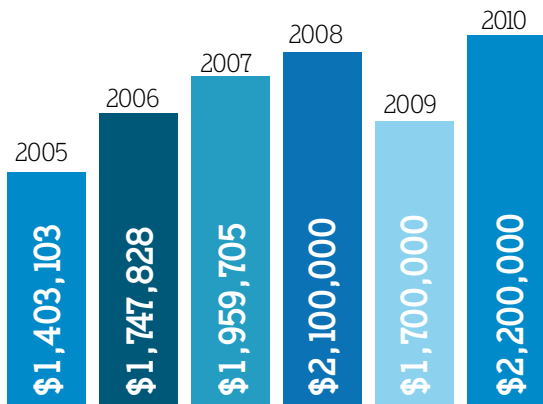
While stability is important, so too is growth, and philanthropy is one way to assist with that endeavour. The National Sport Trust Fund (NSTF) is a philanthropic giving program established by the Canadian Council of Provincial and Territorial Sport Federations (CCPTSF) for the purpose of developing the amateur sport system in Canada. Across Canada, sport organizations and clubs put forward projects in need of funding and the NSTF issues official tax receipts for qualified donations. As the fund manager for the BC chapter, Sport BC oversees its operations provincially.

In 2010, the NSTF in BC received its highest ever total funds, raising 2.2 million for the development of sport in our province and benefitting 93 clubs and teams, including 37 PSOs.



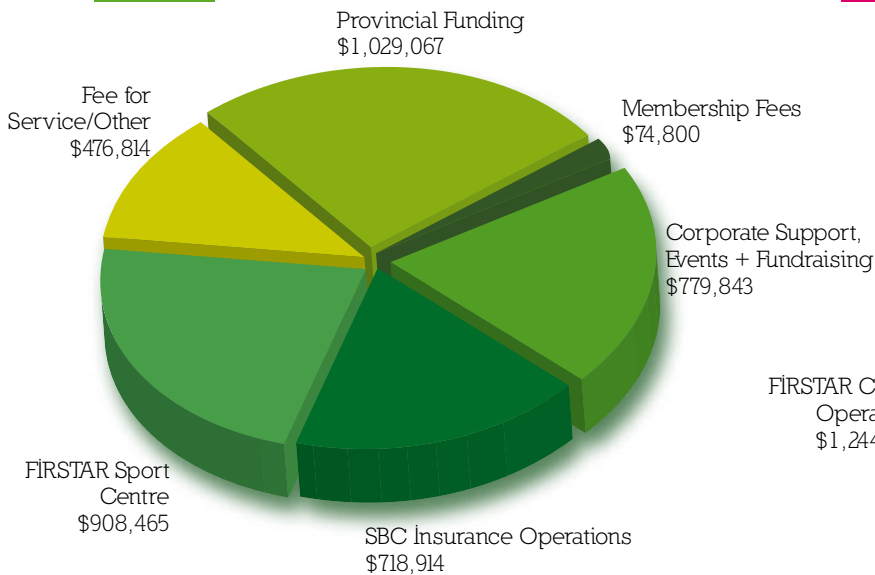
32 PSOs use payroll + benefits services

18 PSO tenants

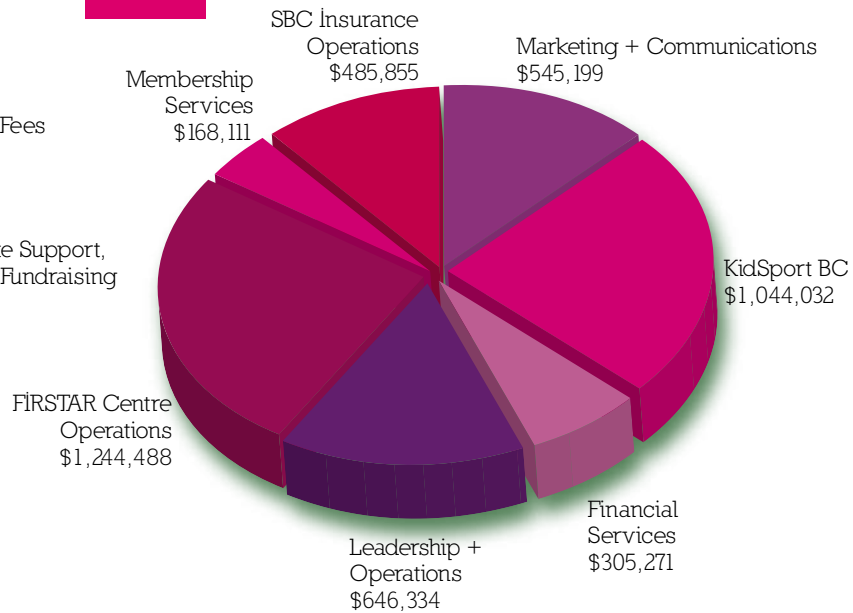


< NSTF Funds Received

Revenue



Expenses



Financial Summary



The above financial summary is based on the audited consolidated financial statements of Sport BC for the year ended March 31, 2011. The consolidated financial statements and accompanying notes are available on our website at SportBC.com.

Total revenues and expenditures were down in fiscal 2011 compared to 2010 with revenues of \$4,319,883 (2010 - \$4,609K) and expenditures of \$4,439,290 (2010 - \$4,714K). The consolidated statement of operations presents a net deficit of \$119,407 (2010 - \$105K). It is

important to note that included in the current year expenditures is an accounting entry of \$101,880 related to the treatment of the head-lease with BCIT. Excluding this one-time accounting adjustment, the net deficit for fiscal 2011 is \$17,527.

Fiscal responsibility and accountability are important to the success of Sport BC. To support its long-term financial sustainability and improve financial accountability, over the past year, Sport BC revised the annual budgeting process, improved cost management and accountability, and worked proactively with its partners on financial and operational issues.

Who we represent

Membership

Badminton BC
Basketball BC
BC Alpine Ski Association
BC Amateur Baseball Association
BC Ball Hockey Association
BC Disc Sports Society
BC Diving
BC Fencing Association
BC Floorball Federation
BC Freestyle Ski Association
BC Rhythmic Sportive Gymnastics Federation
BC School Sports
BC Snowboard Association
BC Soaring Society
BC Table Tennis Association
BC Waterpolo Association
BC Weightlifting Association
BC Wheelchair Basketball Society
BC Wheelchair Sports Association
Biathlon British Columbia
Bowling Proprietors' Association of BC
Bowls BC
Boxing BC
British Columbia Amateur Athletics Association
British Columbia Amateur Hockey Association
British Columbia Amateur Softball Association
British Columbia Archery Association
British Columbia Blind Sports & Recreation Association
British Columbia Deaf Sports Federation
British Columbia Lacrosse Association
British Columbia Ringette Association
British Columbia Rugby Union
British Columbia Sailing Association
British Columbia Soccer Association
British Columbia Speed Skating Association
British Columbia Wrestling Association
Canoe Kayak BC
Cricket BC
Cross Country British Columbia
Curl BC
Cycling BC
DanceSport BC
Disabled Skiers Association of BC
Field Hockey BC
Football BC
Golf British Columbia
Gymnastics BC
Horse Council of BC
Judo BC
Karate BC
Lifesaving Society, BC & Yukon
Netball BC Association
Orienteering Association of British Columbia
Rowing BC
Skate Canada – BC/YT Section
Special Olympics BC
SportAbility Cerebral Palsy Sports Association of BC
Squash BC
Swim BC
Synchronized Swimming Association British Columbia
Tennis BC
Triathlon British Columbia
Volleyball BC
Water Ski and Wakeboard BC
WTF British Columbia Taekwondo Federation

Board of Directors

L. John Alexander, Chair
Ajay Patel, Vice-Chair
Carey Dillen, Vice-Chair, Finance & Audit
Russell Anthony, Past-Chair

Bernie Asbell
Patrick Chénier
Doug Stoutley
Doramy Ehling
Twyla Ryan
Irene Schell
Larry Harper
Heather Turner
Kimberly Gilhooly



**SPORT
BC**

**FIRSTAR SPORT CENTRE
260 - 3820 CESSNA DRIVE
RICHMOND, BC V7B 0A2**



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COLUMBIA**

