

BC Sport Agency Concept

at BC Sport Sector Information Session

Presented by Cathy Priestner

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Big Picture



- We have a common vision for sport:
 - Sport is relevant to everyone – people, families & communities
 - BC will be a province of healthy children & families in safe, active communities through the power of sport
 - A new generation will be engaged in sport & physical activity by building role models, creating heroes
- A BC sport system that is coordinated at all levels to deliver on this vision.

How Did We Get Here?



- **2008:** BC Sport Alliance formed to ensure a post-Games legacy to build on the success of system improvements up to 2010
 - To best deliver the Vision, a new BC Sport Agency is the natural evolution of 2010 Legacies Now and the work done between 2003 and 2010
- **2008-2011:** Continuous support of Agency from government through discussions with 5 ministers in 3 ministries
- **2008-2009:** Sector engagement through interviews, functional reviews, presentations, and ongoing discussion
- **2009:** Environmental scan (of 110 examples including 6 Canadian jurisdictions)
- **2009-2011:** Draft plans, incorporation of the BC Sport Agency
- **2011:** Cathy Priestner hired to progress strategic and operational planning
- **2011:** Re-engagement of sector (60+ people from 35+ organizations)

Where Are We Now?



- We have a common vision for Sport in BC
- It is critical that the entire sector is behind us
- We can enhance the impact and effectiveness of the sector
- We are positioned to build off the success of the Olympic & Paralympic Games and continue their positive impact
- 2010 Legacies Now has played a pivotal role – it is the right time to pass the baton
- Sport BC has redefined its strategic plan to refocus on its PSO membership
- We have the opportunity now for bold action that will enable change and produce results

How Will We Get There?



Establish the BC Sport Agency as the primary link to government:

- Provide common vision and strategic leadership for sector
- Enhance sector structure; demonstrate the value of sport
- Increase accountability at all levels
- Develop stable, diversified, one-stop funding model for sector
- Arbitrate disputes within the sector

Efficiently deliver coordinated province-wide services

- Better connect Sport to other sectors (Edu, Health, Rec, Tourism, etc)
- Improve and support the culture of volunteerism
- Enhance the regional and community delivery model
- Identify opportunities to remove redundancy and duplication
- Discuss functional efficiencies between the govt and the Agency

“BC Sport Sector” Defined



The collection of organizations engaged in providing sport in all its forms – from participation to high performance – through local clubs, community centres, schools, provincial sport organizations, multi-sport organizations, and government initiatives

so that children and adults in all BC communities have the skills and opportunity to play, compete and succeed.



BC Sport Agency Concept



Key Agency Principles



- 1. Sport is at the centre of the Agency concept**
 - Greater recognition for organized sport organizations
 - Greater cooperation with other sectors to leverage value of sport
- 2. Agency provides strategic leadership for the sector**
- 3. Agency is the voice of Sport to government**
- 4. Agency is the central allocation of government funds for Sport in BC**
- 5. Agency leverages existing sport delivery organizations for the majority of programs**

Vision & Mission



VISION

An active, healthy British Columbia where sport inspires a field of possibilities for all

MISSION

To lead a united sport sector in a culture of achievement through partnerships, volunteerism, and the promotion and delivery of sport — providing opportunity and access for all British Columbians

Values



1. Passion for Sport
2. Excellence
3. Accountability & Continuous Improvement
4. Partnerships & Collaboration
5. Honesty & Openness
6. Innovation

Strategic Objective 1



SPORT PARTICIPATION

Inspire people of all ages across BC at the community level to increase their activity in sport and improve physical literacy

SAMPLE ELEMENTS	SAMPLE OUTCOMES
<ul style="list-style-type: none">• Increase opportunities & membership in sport organizations• Increase ability & interest in sport; physical literacy• Facility use plan• Targeted event hosting strategy• Cohesive volunteer management to support entire sector: recruitment, development, recognition	<ul style="list-style-type: none">• Sport can develop physical literacy in children and get them interested in play and recreation.• Sport creates a fun environment filled with opportunities to create healthier children and families• Sport will strengthen and bring a renewed energy to participation of children and adults from all demographics and sectors• Every successful athlete started on the playground

Strategic Objective 2



SPORT EXCELLENCE

Using the Canadian Sport for Life Framework, ensure the conditions exist to provide BC athletes with the platform to succeed

SAMPLE ELEMENTS	SAMPLE OUTCOMES
<ul style="list-style-type: none">• Environment of excellence• R&D in sport technical area• Coaching support• Strategic funding allocation• Infrastructure upgrade plan	<ul style="list-style-type: none">• Success matters. We can engage a new generation in sport and physical activities by building role models, creating heroes

Strategic Objective 3



PROMOTION OF SPORT, HEALTHY LIVING & THE SPORT SECTOR

Provide a strong, unified voice for sport in BC in dialogue with government, non-profit and corporate sectors in the provincial, national and international arenas

SAMPLE ELEMENTS

- Advocacy of entire sport sector and of Sport as a core value
- Stronger link to BC Municipalities, BC Ministries and Federal Government
- Sport tourism
- Stronger relationship with Media

SAMPLE OUTCOMES

- Sport is relevant to everybody
- Sport has the power to build healthy & active communities
- Sport has given Canada & BC its proudest moments

Strategic Objective 4



PARTNERING WITH BC COMMUNITITES

Unite the BC sport sector with partners in health, education, economic development and recreation to transform opportunities into benefits for all communities in BC

SAMPLE ELEMENTS	SAMPLE OUTCOMES
<ul style="list-style-type: none">• Internal sport partners• External government partners• External other partners• Regional & community delivery model	<ul style="list-style-type: none">• Sport must better connect to education and health through its communities• Sport can play a critical role for new strategic partnerships with diverse organizations and individuals• Strengthen delivery of programs to enhance impact in key areas

Strategic Objective 5



ACCOUNTABILITY & MEASUREMENT

Demonstrate the impact and reach of sport in BC and delivery of sport policy through measureable processes, key indicators and tangible results

SAMPLE ELEMENTS	SAMPLE OUTCOMES
<ul style="list-style-type: none">• Authority to enact change• Assessment• Centralization of data now tracked separately• Data tracking & planning tools• Dispute resolution• Commission research to measure the value of sport to active living, healthy communities etc; and, the benefits of specific sector initiatives	<ul style="list-style-type: none">• Tell the sport story• Inspire others with the impact of sport• Build a new culture of achievement for the sector• Measure achievement and identify the impact and reach of sport

Strategic Objective 6



INVESTMENT

Create a long-term financial environment that provides stability and growth opportunities to further the vision of the BC sport sector

SAMPLE ELEMENTS	SAMPLE OUTCOMES
<ul style="list-style-type: none">• Long-term funding model• Multi-year funding• Diversification of sources, leveraging of other sectors• Sponsorship, fundraising, sport philanthropy	<ul style="list-style-type: none">• Create a diversified sustainable financial model to further the vision of the BC sport sector• A new world

Strategic Objective 7



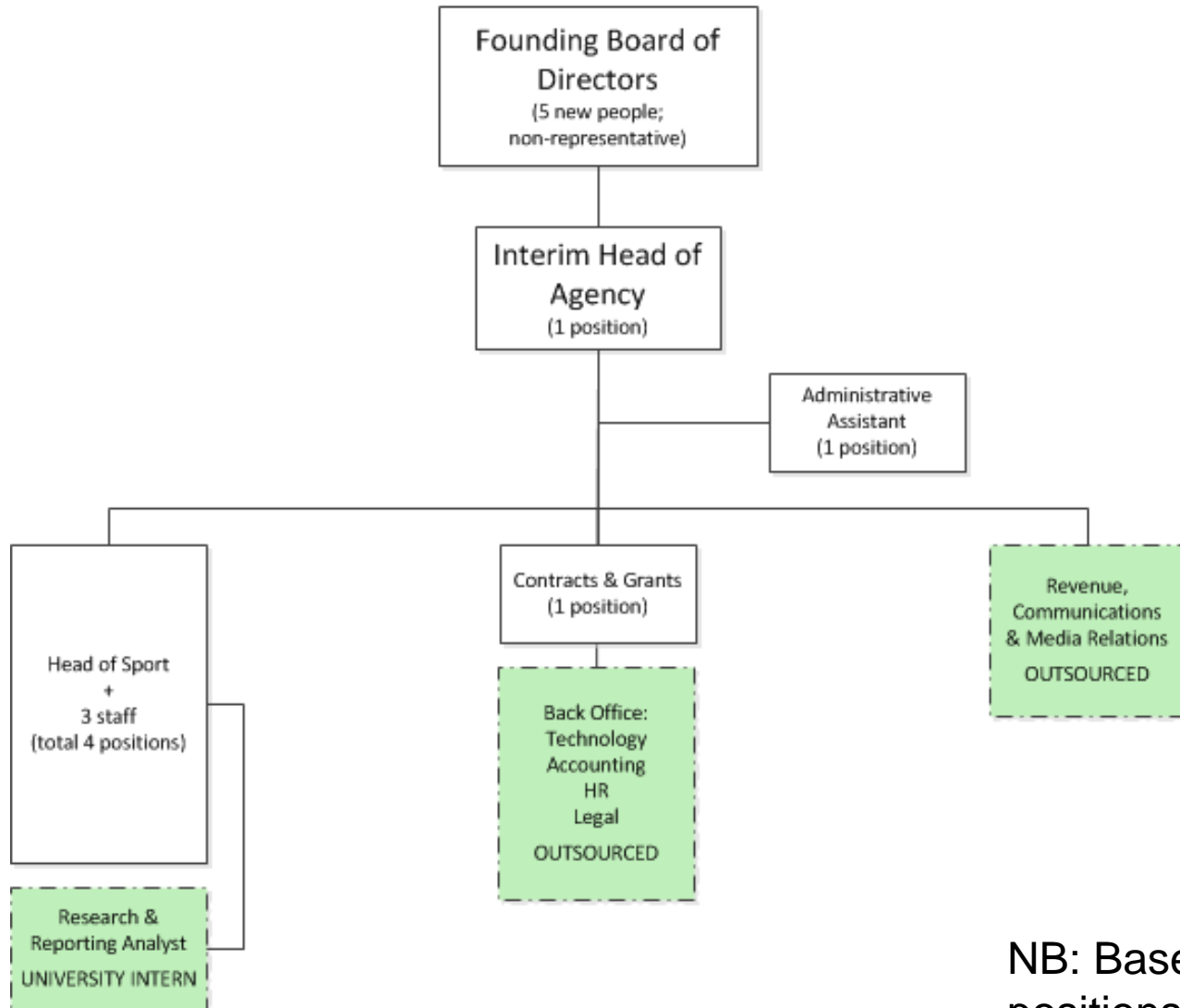
SHARED EXPERTISE

Provide sound processes, tools, shared expertise to enhance the efficient delivery of sport in BC

SAMPLE ELEMENTS	SAMPLE OUTCOMES
<ul style="list-style-type: none">• Professional development• Volunteer development• Best practice toolbox and resource centre• Technology efficiencies• Central communications, marketing, legal, HR services, benefits• Leverage inventory of organizational assets across the sector	<ul style="list-style-type: none">• Lead the way in using technology advances to reach everyone around the province• Build a best practices toolbox that can be shared with children, coaches, parents, & organizations to help them deliver sport in their communities

BC Sport Agency Draft Organization Chart

Phase 1 (up to 18-24 months)



NB: Based on existing positions in sector

Phase 2

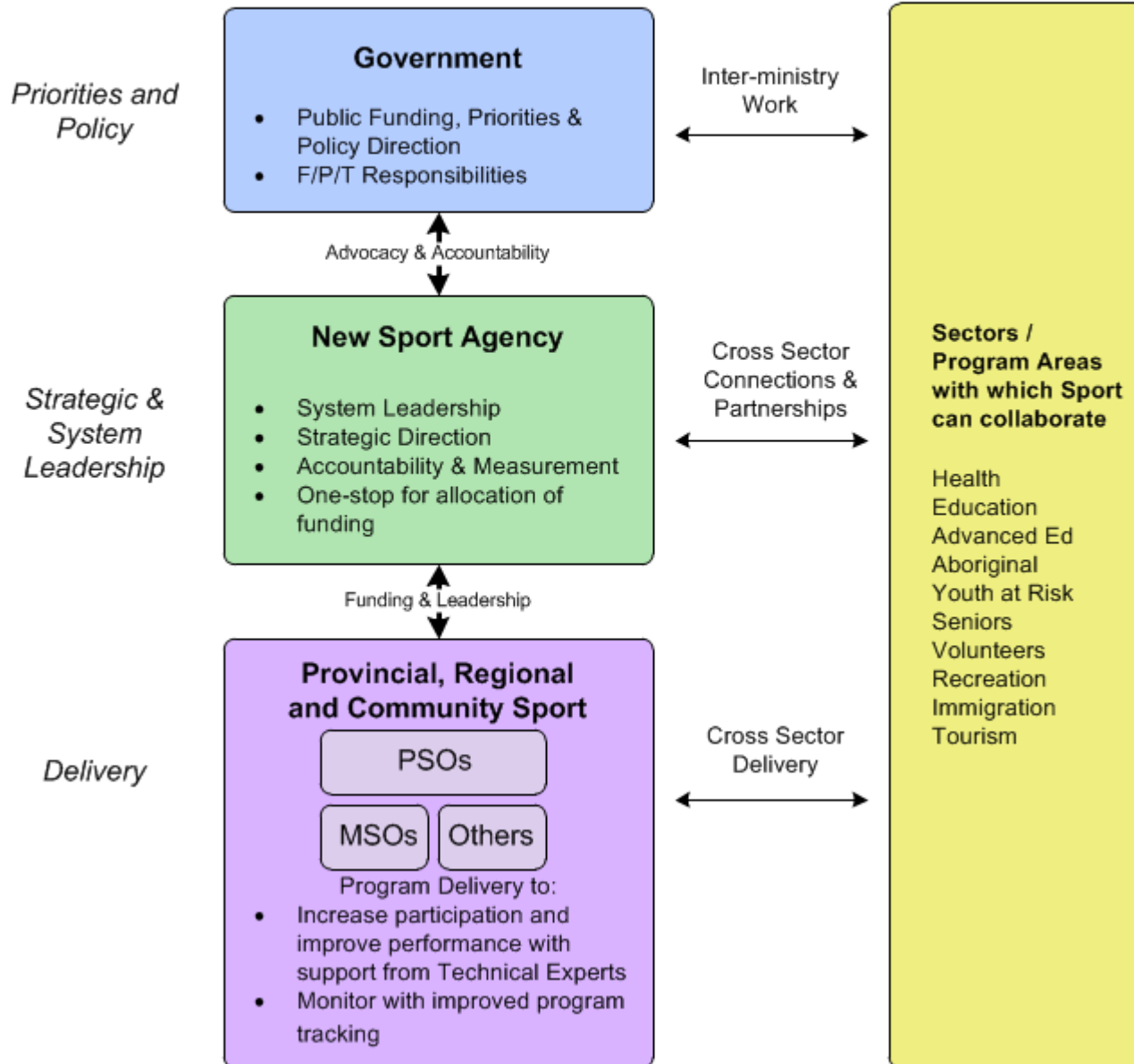


Based on the discussions and outcomes of Phase one, the Agency could expand to provide additional value in these areas:

- Sport, e.g.:
 - Assessment
 - Canadian Sport for Life support & activation
 - Strategies around facilities, hosting, sport development
 - Cross-sector connectivity
- Administration, e.g.:
 - Finance, Technology, HR (eg benefits, hr support), Legal
- Revenue, Communications and Media Relations, e.g.:
 - Sport philanthropy, sponsorship, fundraising, communications, media relations

BC Sport Agency

within the sport sector landscape





Questions & discussion



Next Steps



- Continue to receive input from sector as we move along this path
- Complete transition plan from 2010 Legacies Now to BC Sport Agency
 - Founding Board of Directors
 - Agency interim lead with key staff for Phase 1
 - Phase 1 operating plan
- Identify sector efficiencies
 - In sector structure (e.g. number of sport organizations)
 - In roles and responsibilities of existing delivery agencies



**Thank you for
coming**