

2016 – 2017
ANNUAL
REPORT

SPORT
BC



HANNAH HAUGHN
2017 UNIVERSITY ATHLETE OF THE YEAR RECIPIENT



ABOUT SPORT BC

Who we are:

Sport BC is the non-profit sport federation representing 50 Provincial Sport Organizations (PSOs) in British Columbia. As a member-based organization, Sport BC offers programs and services to build the capacity of our members and advocate on their behalf to improve the landscape for organized sport in British Columbia.

Mission:

Sport BC, as a member-based organization, supports the growth of amateur sport in BC and provides leadership through delivery of its programs and services for members.

Vision:

Sport in British Columbia is thriving through the leadership of Sport BC and our members.

Values:

Integrity, Transparency, Collaboration, Creativity and Innovation

What we work to achieve:

- 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 British Columbia.
- Organizational Responsibility – To ensure Sport BC is managed in a professional and fiscally responsible manner.
- Advocacy – To provide a voice for all sport organizations in British Columbia.

Sport BC would like to extend a warm welcome to all the new members that joined our organization in 2016 – 2017. We hope that you will utilize the programs and services that Sport BC offers exclusively to its valued members. Our staff looks forward to providing opportunities to your organization and membership!



2016 – 2017 BY THE NUMBERS

5,000 athletes, coaches and officials from 52 countries came to Metro Vancouver from around the world to participate in the Inaugural Americas Masters Games, hosted by Sport BC.

7,747 young aspiring athletes from across British Columbia received support from KidSport through grants totaling more than \$1.98 million dollars.

A **\$75,000** annual gift in a three-year partnership with the Westminster Savings Credit Union highlights KidSport's corporate fundraising efforts along with corporate campaigns and events sponsored by Ritchie Bros., Triple O's and Loblaws.

\$1,669,374 dollars in donations made through the National Sport Trust Fund supported 86 projects in 30 different sports across Canada.

18 athletes from 21 cities in British Columbia were recognized for their excellence in sport by the 450 attendees at the 51st annual Athlete of the Year Awards gala evening. Emceed by CBC's Scott Russell at the Fairmont Waterfront Hotel, attendees celebrated the best in BC's sport community.

43 dedicated volunteers from across BC were recipients of the 23rd annual Presidents' Awards at a ceremony that preceded the Athlete of the Year Awards gala. Sponsored by *Sports with Balls*, the Awards were presented by the Honourable Peter Fassbender, Minister of Community, Sport and Cultural Development.

29 Volunteers from the communities of Summerland, Cowichan Valley, Abbotsford and Nelson were honoured with Community Sport Hero Awards in their local communities.

Message from the Chair



It has been an excellent year for sport in the province and another year of accomplishments for Sport BC. This past August, BC athletes competed in two amazing sporting events – one in Rio and one in Vancouver! The high-performance sport system in British Columbia continued to deliver outstanding results, with our BC athletes bringing home a total of 20 medals from the Rio 2016 Olympic and Paralympic Summer Games. BC's athletes and coaches showcased to Canada, and the world, what they were capable of. Our athletes inspired another generation of young Canadians to dream big and participate in sport.

The first-ever Americas Masters Games was organized by Sport BC through the partnership created by Sport Hosting Vancouver with the City of Vancouver, Vancouver Hotel Destination Association, BC Pavilion Corporation, Tourism Vancouver and the University of British Columbia. The 23 Provincial Sport Organizations that participated delivered an exceptional field of play and outstanding experience for the athletes and spectators.

We celebrated sport excellence in our province at our 51st Athlete of the Year Awards and 23rd Annual Presidents' Awards. We are proud to highlight the outstanding achievements of our athletes, teams, officials, coaches and volunteers on the provincial, national and international stages.

As fiscal 2017 came to a close, the organization rallied like a true competitor to complete the sale of the organizations 50% interest in All Sport Insurance. We look to maintain this momentum in fiscal 2018 as we continue to make progress on major initiatives that will support our membership and align with our strategic plan.

Sport BC has many people to acknowledge for our ongoing success, but we have to start by thanking all of our enthusiastic and dedicated volunteers who give so much time and energy to our provincial sport community. Volunteers are the backbone of the amateur sport system and are the driving force behind the accomplishments of BC's athletes.

On behalf of the Board of Directors, we greatly appreciate the invaluable support from the Province of British Columbia, and look forward to continuing our work with the Minister and Ministry of Community, Sport and Cultural Development. BC's corporate community also provides invaluable assistance to both Sport BC and all of our provincial and community level sport organizations. To our employees, we are grateful for your hard work and dedication. To our members, we thank you for your commitment and support of Sport BC's leadership in the sport system. A special acknowledgement to Debbie Pyne who has served as a volunteer board member with Sport BC for two terms.

Together with all of our partners, Sport BC will continue to build communities and relationships through sport, establish common goals to support the growth of amateur sport, and enhance programs and services for our members. Our competitive spirit is as strong as ever, and we look forward to the opportunities that lie ahead.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carey Dillen', written in a cursive style.

Carey Dillen
Chair

Message from the President & CEO



Sport BC had much to celebrate in 2016!

Not only did we celebrate the success of our athletes at the Rio 2016 Olympic and Paralympic Games, we continued to enhance our membership services and events and strengthen our capacity in Major Games hosting.

Sport BC was pleased to welcome three new Provincial Sport Organizations and three affiliate members last year. Our members are the heart of our organization. As such, we continue to enhance our programs and services to support the leadership and growth of amateur sport across the province. Initiatives such as KidSport continue to provide grants to an increasing number of families. The National Sport Trust Fund still leads the country in total donations. Sport BC's payroll services and employee benefits program offer an effective way for its members to outsource employer services.

In addition, SBC Insurance continues to operate as a full brokerage offering sports liability insurance, accident benefits, travel insurance, as well as a full suite of property and casualty insurance products for the sports sector and beyond. Our 50% share in All Sport Insurance was sold and an investment committee was created to manage the sale proceeds. SBC Insurance will now focus on expanding its market share in the upcoming year with new marketing and media campaigns.

Recognizing and rewarding the contributions and accomplishments of our members continues to be an important part of the Sport BC culture. In 2016, we held our annual Athlete of the Year Awards and Community Sport Hero Awards. The 51st Athlete of the Year Awards, featuring Scott Russell as Master of Ceremonies, honoured 18 recipients from across BC. Christine Sinclair, after an outstanding season with Canada Soccer's Women's National Team and the Portland Thorns FC, was named "Best of BC". The Community Sport Hero Awards, held throughout the year, honoured 29 dedicated volunteers from four communities for their contributions to amateur sport at the community level.

Hosting international sport events can bring direct and significant sport benefits to our Province. In partnership with the City of Vancouver, PavCo, Tourism Vancouver, Vancouver Hotel Destination Association, UBC, and our Provincial Sport Organizations, Sport BC hosted the inaugural Americas Masters Games in August 2016. Over 5,000 athletes, coaches and officials from between the ages of 30 and 101 years and from around the world participated in twenty-three sports. These Games established a new standard of excellence and provided a forum for the celebration of athletic and cultural excellence, providing British Columbians and the rest of Canada with the opportunity to contribute to the expression of Canadian identity.

There are many reasons for the strength of Sport BC, but the most important is the leadership and oversight of our Board of Directors and the support of our partners. Our Board members are extraordinarily generous with their time and wisdom and we thank them for bringing their passion, intellect, insight, and experience to the table. A special thank you to outgoing Director Debbie Pyne who has been a great resource, contributor and promoter. We are grateful to have worked with her.

We would also like to thank our many partners who make it possible for us to do the work that we do every day. Through their collaboration and support, we are able to build the capacity of our members and advocate on their behalf to improve the landscape for organized sport in BC.

Finally, we would like to thank our single most important component of Sport BC – our members. We are grateful to have such champions and would like to thank you for your engagement, leadership, devotion, and for supporting one another, embracing new programs, and sharing new ideas and successes.

We look forward to an even more exciting 2017!

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Newman".

Rob Newman
President & CEO



The Athlete of the Year Awards, founded by Sport BC, is the longest-running annual sport recognition event in Canada. Awards in 18 different categories are presented each year to athletes, coaches, officials and volunteers for their contributions to sport in our province. The awards play a valuable role in nurturing athletic success and recognizing some of BC's most exciting talent. Notable past recipients include Steve Nash, Willie Mitchell, Carey Price, Christine Sinclair, Denny Morrison, Terry Fox, and Maëlle Ricker.

The 51st annual Athlete of the Year Awards recognition event was held on Wednesday, March 8, 2017 at the Fairmont Waterfront Hotel with over 450 guests in attendance including member Provincial Sport Organizations, sport sector partners and award recipients. Minister of Community, Sport and Cultural Development, the Honourable Peter Fassbender, representing the Government of British Columbia, was in attendance to personally honour the recipients.

The host of the evening was Gemini-Award winning broadcaster, acclaimed author, and CBC Sports veteran for more than 25 years, Scott Russell. Scott has hosted 11 Olympic Games, most recently, the 2016 Rio Olympics. His unparalleled enthusiasm for amateur sport made Scott the perfect host for the evening.



This year's finalists and recipients represent 18 sports and 21 cities across British Columbia. In 2017, the finalists and recipients competed in the following sports: para-athletics, para-cycling, volleyball, basketball, synchronized swimming, triathlon, curling, athletics, tennis, swimming, football, gymnastics, cycling, golf, lawn bowling, ice hockey, triathlon, lacrosse, rowing and field hockey.

These individuals also represented a total of 21 cities in various regions of the Province including: Victoria, Cranbrook, Parksville, Mission, Nanaimo, Port Coquitlam, Coquitlam, Vancouver, Burnaby, Surrey, Richmond, Kelowna, New Westminster, Maple Ridge, Whistler, North Vancouver, Brentwood Bay, White Rock, Delta, Kimberley and Chilliwack.

The range of sports and the many regions represented by these finalists and recipients is evidence that sport brings together a diverse group of people who are united in their determination and dedication to their sport.

The recipients of the *2017 Athlete of the Year Awards* who were honoured on March 8th are:

Best of BC – Christine Sinclair (Burnaby) – Soccer

Athlete with a Disability – Tristen Chernove (Cranbrook) – Para-Cycling

Female High School Athlete – Zion Corrales-Nelson (Burnaby) – Basketball & Athletics

Male High School Athlete – Parker Simson (Kelowna) – Basketball

Female Junior Athlete – Maggie Coles-Lyster (Maple Ridge) – Cycling

Male Junior Athlete – Finn Iles (Whistler) – Cycling

KidSport Community Champion – Michelle Stilwell (Parksville) – Para-Athletics

College Athlete – Tylar Turnbull (Port Coquitlam) – Volleyball

University Athlete – Hannah Haughn (Vancouver) – Field Hockey

Harry Jerome Comeback – Keith Switzer (Vancouver) – Curling

Female Senior Athlete – Hilary Caldwell (Victoria) – Swimming

Male Senior Athlete – Evan Dunfee (Richmond) – Athletics

Official – Louise Kennedy (Brentwood Bay) – Synchronized Swimming

Daryl Thompson – Loreen Barnett (North Vancouver) – Triathlon

Master Athlete – Ken Dahl (Vancouver) – Tennis

Female Coach – Carolyn Murray (Victoria) – Triathlon

Male Coach – Gerry Dragomir (Vancouver) – Athletics

Team – RCA Lightweight Women's Double (Victoria) – Rowing



Sponsorship

Sponsorship for the Athlete of the year Awards is crucial to the success of the annual event. Our sponsors make possible the public celebration of sport in British Columbia through their support of sport at all levels. Because of their commitment, we were once again able to honour eighteen individuals from communities across the province.

Sport BC would like to thank all the sponsors of the 51st Athlete of the Year Awards:

- Province of BC
- Sports with Balls
- Helly Hansen
- AllSport Insurance Marketing Ltd.
- KidSport BC
- Belair Direct
- SBC Insurance
- Ritchie Bros. Auctioneers
- Infigo Imaging
- ProMotion Plus
- Richmond Sport Hosting
- Sport Hosting Vancouver
- Delta Land Group Development
- Special T Group Events
- BCLC
- ParticipAction
- YYoga
- ViaSport
- BC Games Society

In addition to the amazing support of our sponsors, local professional sports teams provided prizes for the raffle draw at the Gala. All proceeds from the raffle benefit *KidSport's* grants to families that have financial barriers that prevent their children from playing organized sport.

Thank you:

- Vancouver Canucks
- Vancouver Stealth
- Vancouver Canadians
- Vancouver Giants
- Vancouver Whitecaps
- BC Lions
- RYU

PRESIDENTS' AWARDS

The 23rd annual Presidents' Awards were once again part of the Athlete of the Year Awards gala evening. These awards are presented annually to volunteers from each Sport BC member organization who represent the spirit of volunteerism and whose dedication, energy and commitment contribute to the development of their sport or organization. Recipients were especially honoured this year to have their awards presented by the Honourable Peter Fassbender, Minister of Community, Sport and Cultural Development. The event was presented by *Sports with Balls* (Softball BC, Basketball BC, Baseball BC, BC Lacrosse, Tennis BC, Volleyball BC, BC Ringette).



The 23rd Annual Presidents' Award recipients are:

Badminton BC	Mike Mitson	West Kelowna
Baseball BC	Gavin Burke	Whalley
Basketball BC	Diana Chan	North Vancouver
BC Adaptive Snowsports	Bruce Lebars	Squamish
BC Archery	Darcy Falk	Mission
BC Athletics	Sue Kydd	Langley
BC Blind Sports	Tamara Grenon	Vancouver
BC Fencing	Gareth Mason	Pitt Meadows

BC Games Society	Bev Viger	Abbotsford
BC Golf	Leslie Crawford	Victoria
BC Lacrosse	Angie Schwan	Delta
BC Ringette	Darrell Desjardin	Port Coquitlam
BC Rugby Union	John Lecky	West Vancouver
BC Soccer	Bill Sparling	West Vancouver
BC Soccer	Claudia Sparling	West Vancouver
BC Special Olympics	Darren Inouye	Burnaby
BC Sports Hall of Fame	Barbara "Bim" Schrodt	Vancouver
BC Wheelchair Sports	Kylah Blair	Vancouver
BC Wrestling	Jim Mitchell	Abbotsford
Bowls BC	George Cubiss	Maple Ridge
Boxing BC	Wally Doern	Quesnel
Canoe Kayak BC	Laura Said	Maple Ridge
Curl BC	Colleen Trozzo	Elkford
Cycling	Stuart Lynne	Port Moody
Diving BC	Marie Pierre Lavoie	Victoria
Field Hockey BC	Brenda Rushton	Victoria
Gymnastics BC	Georgina Nerpio	Richmond
Hockey BC	Steve Amiss	Saanichton
Horse Council BC	Orville Smith	Prince George
Judo BC	Henry Uyeda	Langley
Karate BC	Chris Browett	Coquitlam
ProMotion Plus	Erin Wilkins	Vancouver
Rowing BC	Herb Evers	Vancouver
Sailing BC	Paul Mendham	West Vancouver
Skate Canada BC/Yukon Section	Lynne Henderson-Drake	Campbell River
Softball BC	Ann Holmes	Vernon
Speed Skating BC	Keith Gordon	Fort St. James
Squash BC	Andrew Braff	Kelowna
Swim BC	Sheila Nelson	Prince George
Synchro BC	Anne-Marie North	Burnaby
Tennis BC	Sy Silverberg	Victoria
Triathlon BC	Larry Feagan	Langley
Volleyball BC	Doramy Ehling	Richmond



The Community Sport Hero Awards recognizes coaches, officials, mentors and administrators who have dedicated themselves to amateur sport at the community level. Since its inception in 2001, over 50 Provincial Sport Organizations have honoured 536 sport volunteers in 45 different communities across BC. In 2016 – 2017, the Community Sport Hero Awards took place in Nelson, Abbotsford, Summerland and Cowichan Valley.

A total of 27 volunteers across 20 sports were honoured for their long-standing work. Attending the events to celebrate the achievements of the recipients were family, friends and colleagues as well as representatives of municipal governments who recognized the importance of sport volunteers to the fabric of their respective communities.

In the 2016 – 2017 year, the following were honoured at the Community Sport Hero Awards:

Nelson

Chuck Bennett
Barry Marsh
Pat Hodgson
Carol Currie

Tracey Mozel
Michael Stefan
Scott Cormie
Erin Fitchett

Summerland

TJ Fleming
David Gartrell
Anne Ross

Audie Yastremski
Carol Van Balkom

Cowichan Valley

Bryan Harper
Bill Kerseich
Stan McKinley
Tina Knott

Lorne Winship
Susan Harrison
Ernie Mansueti
Sam Masur

Abbotsford

Jen Ross
Susan Lemke
David Goulet
Jim Mitchell

Hary Wiens
Anthony Jansen
Les Timar
Steve Carlton and Stan Petersen



In the past year, KidSport gave grants totalling over \$1.9 million dollars to 7,759 young people across British Columbia. While there were challenges this year, we were able to increase the total allocation of money through the program. There was a slight decrease in the number of children assisted, in part because in some regions grants were increased to compensate for the increase in registration fees, and in part reflecting the termination of our relationship with Canadian Tire's JumpStart program. Some of our chapters have also struggled with recruiting new volunteers and this has affected their ability to generate revenue.

Soccer and hockey once again led all sports in grant allocations. Soccer received funding for 2,489 young athletes while hockey had a total of 1,224 funded young players. Gymnastics received a 17 percent increase in their assistance over last year with 795 grant recipients. The breakdown of grants by gender was 62 percent male and 38 percent female, which is roughly equivalent to the makeup of the sport sector.

We would like to thank our PSO partners at Basketball BC, BC Soccer, BC Wheelchair Sports, and BC Lacrosse for their generous support and vision in helping us to ensure a sustainable future. Special kudos to BC Soccer for their third annual donation of \$10,000 to KidSport!

The Ministry of Community, Sport and Cultural Development once again provided a significant investment in support of KidSport, which we were then able to leverage through our community chapter fundraising initiatives.

We were fortunate as well to have the support of our great corporate partners, Westminster Savings and Ritchie Bros Auctioneers along with event partners at Triple Os, Loblaws, and CIBC.

Building on our success, we will, in 2017/18, focus on strengthening our volunteer infrastructure, developing creative new partnerships (like our innovative relationship with the Vancouver Police Department) and continuing to enhance our brand awareness and revenue generation opportunities.

2016 Fundraising Events

June 20 – 21	Annual KidSport Golf Tournament hosted at Morgan Creek Golf Course
September 10	Ritchie Bros Fundraiser

KidSport Community Champion of 2017

The KidSport Community Champion Award is presented to an individual who has made a significant and meaningful contribution to KidSport over the past year. Congratulations to the 2017 recipient, **Michelle Stilwell of Parksville, BC!!**



National Sport Trust Fund

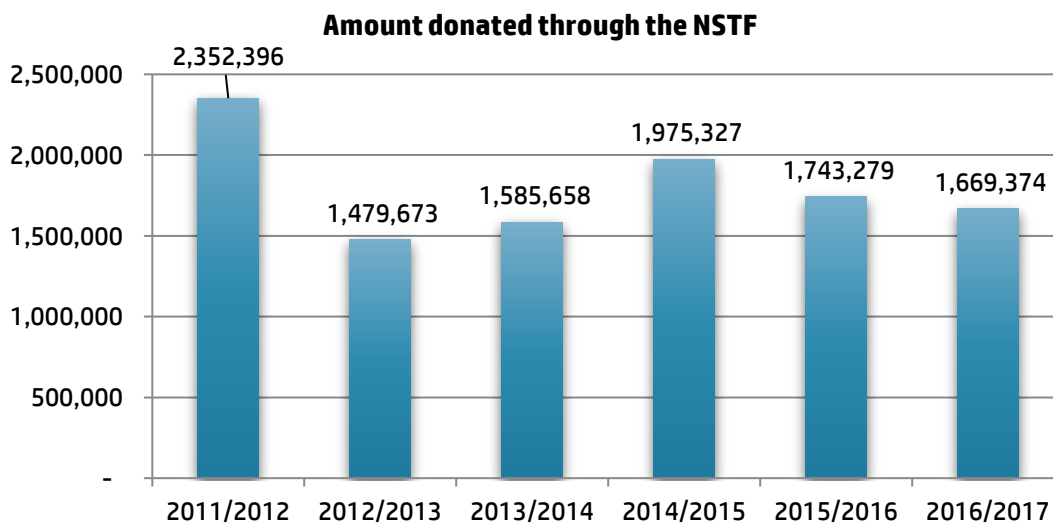
The National Sport Trust Fund (NSTF) is a philanthropic gift-giving program established through the Canadian Council of Provincial and Territorial Sport Federations (CCPTSF) for the development of amateur sport on a national level. It is a Registered Canadian Amateur Athletics Association (RCAAA) with the Canada Revenue Agency and as a registered Association is able to issue official tax receipts for all qualifying donations of \$20 or greater. The CCPTSF has provincial chapters across Canada, with Sport BC as the Fund Manager of the BC chapter.

One of the functions of the CCPTSF is to manage a national fundraising initiative for amateur sport. This permits individual Canadian sport organizations to raise funds for specific causes that will promote the development of amateur sport in Canada. Those organizations that have registered projects are responsible for both the fundraising and the expenditures related to the funds raised. Over the last few years, the CRA has accepted the uniqueness of the NSTF while, at the same time, strongly suggesting the implementation of policies, procedures and documentation to ensure ongoing compliance with CRA policies.

With sport organizations looking to diversify their revenue streams, the National Sport Trust Fund offers the opportunity for sporting groups to develop fundraising programs which target fundraising from private sources including individuals, corporations and foundations.

Highlights:

- **86 projects in 30 different sports** received donations from April 2016 – March 2017;
- **\$54,352 in fee revenue** was generated for Sport BC;
- **1,055 donations totalling \$1,669,374** were made in the fiscal year.



Cycling BC benefitting from the NSTF

The NSTF is an integral part of Cycling BC's continued success, particularly related to our iRide schools program and our ability to support national team athletes like Aidan Caves, and junior athletes striving to compete at national and international competition.

With the help of the NSTF, Cycling BC was able to offer support to athletes like Maggie Coles-Lyster, who came away from Switzerland with a bronze medal, and Aidan Caves who is currently riding for Canada with the Men's Track Endurance Program and competing in the World Cup circuit in Track. Equipment, travel and ongoing training costs are challenges for our young athletes. The NSTF offers us a way to help the community support these committed young people.

In 2016, the iRide schools program reached over 8,500 school-aged children. Funding that comes to Cycling BC through the NSTF helped us expand our fleet of bikes to three additional communities, and expose more kids to cycling as a sport and confidence builder.



“We appreciate the hard-working staff at Sport BC who manage this important part of our funding model.”

– Erin Waugh, Executive Director of Cycling BC



Providing Services for the Sport Sector in BC

Sport BC provides top-of-the-line services to our members at affordable rates. We offer various financial services to our members, including payroll and group benefits.

For payroll services, we provide the following:

- Direct deposit into each employee's bank account;
- WCB reporting and remittances;
- T4 and T4A filings;
- Statutory deductions and remittances.

For group benefits, we provide the following services:

- Administration of comprehensive benefit package through Great West Life such as life, accidental death & dismemberment (AD&D), critical illness, employee assistance program (EAP), short-term and long-term disability (STD and LTD) and extended health and dental;
- Administration of group provincial health plan (Medical Services Plan);
- Administration of group registered retirement savings plan (RRSP).

In 2016 – 2017, Sport BC provided payroll services to 60 PSOs and clubs, processing payroll over **\$1.2 million** dollars for 360 employees. We also provided services for WCB reporting and remittances for 31 PSOs.

As of March 2017, we have 50 PSOs and clubs enrolled in the GWL benefit plan, 43 PSOs and clubs in group MSP and 3 PSOs and clubs enrolled in group RRSP under TD Future Builder.

PAYROLL – 60 PSOs/clubs processing over \$1.2 million for 360 employees

GREAT WEST LIFE - There are 50 PSOs/clubs with 179 plan members

MEDICAL SERVICES PLAN - 43 PSOs/clubs with 136 plan members

RRSP – 3 PSOs/clubs for 10 employees

WORKSAFE BC – 31 PSOs/clubs for 187 employees



Over the last 12 months, SBC Insurance has seen an increase in brand awareness, and has had some successes. SBC was the insurance provider for the Americas Masters Games, which was noticed by many of the PSO partners. As a result, SBC has been approached to provide the insurance for other high profile events in the Province, including the International Triathlon World Championships taking place in Penticton in August 2017.

While AllSport Insurance remains our main partner, with the sale of Allsport to Markel International, we have been able to increase our market availability, and have been successful in placing several new policies with Everest and other carriers.

We continue to align ourselves with carriers that place SBC Insurance in a position to deliver new and important coverages to our clients, as well as provide SBC with the opportunity to seek out new revenue streams. We continue to leverage our existing relationships with Chubb Insurance to provide high end home insurance solutions, as well as Can-Sure and Premier Marine to provide insurance products to business clients within and outside the sport sector. Additionally, we also partnered with CAFO Insurance Premium Finance, for clients who wish to defer payments throughout the year instead of paying the full amount at the start of the policy term. Clients can now choose to pay their insurance premiums in installments.

In 2016 – 2017 SBC Insurance became a fully licensed Insurance Brokerage in Alberta and Saskatchewan, as well as all 3 territories, and we are well positioned to provide our specialized coverage and service to those regions.

Staffing changes most recently include the hiring of Perry Solkowski as an account executive. Perry brings with him over 20 years of broadcast and media experience within the sport community. His main task will be to drive new business opportunities to SBC Insurance and Sport BC. He will be reaching out to various PSO partners to develop opportunities for growth for SBC Insurance within the sport sector as well as other business sectors needing insurance coverages.

Areas of growth potential for SBC Insurance includes **CYBER-LIABILITY** coverage. With the upcoming changes in the Canadian Anti-Spam Legislation (CASL) legislation to take effect July 1, 2017, and the enforcement of the Digital Privacy Act (DPA), our PSO partners should be aware of the reporting requirements that have become mandatory. SBC Insurance has a product available through Can-Sure that will provide coverage should a PSO partner suffer a security breach and the personally identifiable information of the PSO's members be taken. The costs resulting from a security breach has are not related to the size of the organization, but rather to the size of its database.

We are excited by the opportunities ahead of us at SBC Insurance. We have the products available to provide insurance to any industry and the knowledge to service any type of commercial insurance account. From contractors, to yoga studios and everything in between, we can insure that! Our most recent non-sport success was the Course of Construction, and Wrap Up liability policy for a \$10,000,000 greenhouse project!

Spreading the Word of Sport

This year, Sport BC worked hard to enhance our presence on social media and to make our voice heard in the sport community. We utilized social media outlets such as Facebook and Twitter to promote events, fundraisers, athlete's accomplishments and our partners.

Along with our social media presence, we have continued to spread news of programs, current and upcoming events within the membership, as well as job opportunities within the sport sector through our monthly electronic newsletter. Digital media, including social media, has been transformative in sharing sport news and knowledge.

As Sport BC gains more followers through social media, our influence grows. Our insight into our audience and its increased understanding of our role has been a positive force in our ability to share knowledge across sport organizations. Content is easily distributed and shared among networks.

For example, during the lead up to the 51st Annual Athlete of the Year Awards, Twitter engagement saw a 559% increase from 2016 to 2017. Tweets that were published over a 32-day period about the annual gala earned over **73k impressions**!

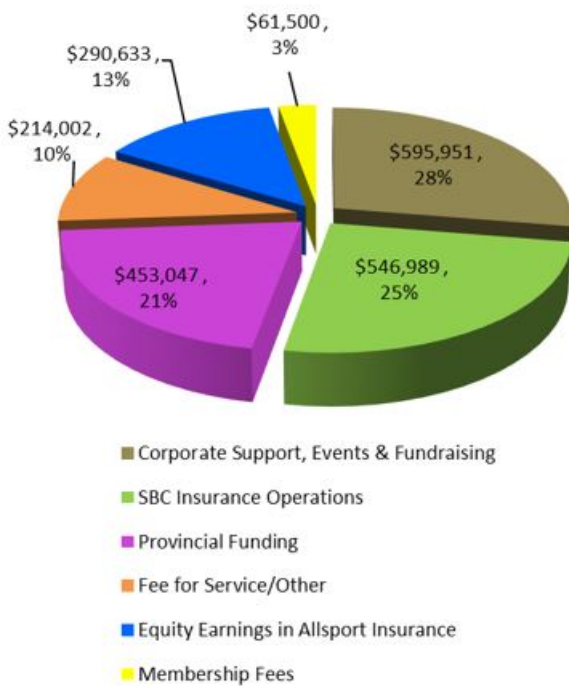
On event day, March 8, 2017, @SportBC had almost **40k impressions** compared to almost 6k impressions in 2016. The top tweet, congratulating Christine Sinclair on her *Best of BC* Award in 2017 had 12,166 impressions.



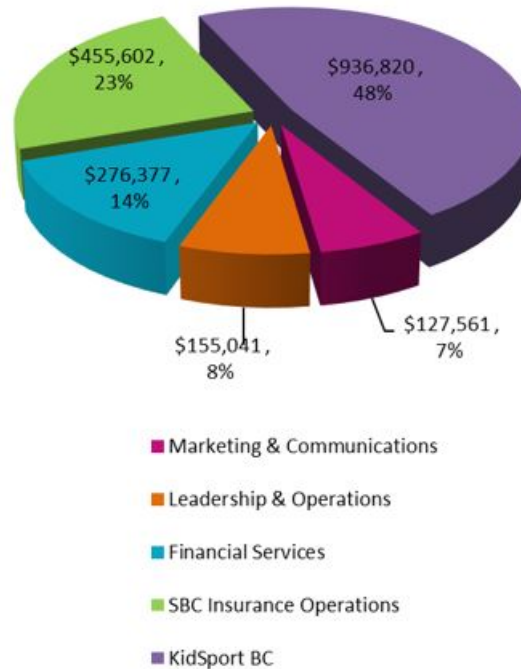
Through the positive use of social media in this digital era, Sport BC is able to spread the word of sport not only to local organizations, but on a provincial, national and international scale.

FINANCIAL SUMMARY

Revenues



Expenses



This financial summary is based on the audited consolidated financial statements of Sport BC for the year ended March 31, 2017. The financial statements and accompanying notes are available on our website at SportBC.com.

Sport BC reported a consolidated net surplus of \$2,513,034 for the year ended March 31, 2016 compared to a surplus of \$262,400 for prior year. The net surplus for the year includes a gain of \$2,302,300 on the sale of Sport BC's 50% ownership interest of Allsport Insurance Marketing Ltd. Consolidated net assets were \$3,616,466 as at March 31, 2017.

In fiscal 2017 Sport BC delivered on the 2016 Americas Masters Games. The consolidated financial statements reported revenues of \$2,322,000 and expenses of \$2,322,000 with respect to the operations of the Games. As the Games were a one-time occurrence, the charts above exclude these revenues and expenses. Sport BC earned \$80,300 in fee for service income in fiscal 2017 (2016 – \$14,000) for its role in organizing the Games.

Revenues were \$4,193,400 for the year compared \$3,889,200 last year. Included in revenues was \$2,321,900 (\$1,497,900 last year) related to Sport BC's involvement in the 2016 Americas Masters Games and the 2015 FIFA Women's World Cup Fan Zone. Fee for service and other revenues were \$262,000 lower than last year as Sport BC did not receive cash fee income from Allsport as it had in prior years. As a result, Sport BC's equity earnings in Allsport increased \$184,600 over last year.

Revenues of SBC Insurance Agencies Ltd. were \$110,900 below last year; however, expenses were also \$91,400 lower than the previous year. After bringing the administrative functions of SBC Insurance in-house last year, fiscal 2017 was a year of rebuilding for Sport BC's wholly-owned insurance subsidiary. Management expects to see increasing revenues in the coming year.

Sport BC's consolidated operating expenses were \$4,273,300 in the year, compared to \$3,720,600 in fiscal 2016. Total expenses included \$2,321,900 for the operations of the 2016 Americas Masters Games. In fiscal 2016 expenses included \$1,497,900 for FIFA Fan Zone and the 2016 Americas Masters Games. Expenses in other Sport BC operating departments were consistent of the prior year.

BOARD MEMBERS

Chair: Carey Dillen

Chair, Finance & Audit: Michael Berkeley

Directors at Large: Blair Lowther

Vice-Chair: Heather Holden

Chair, Governance: Greg White

Director at Large: Debbie Pyne

STAFF

Sport BC

President & CEO: Rob Newman

Executive Assistant: Christine Wong

Manager, Financial Services: Jocelyn Bastow

Financial Coordinator: Guilherme Heinrichs

Payroll & Benefits Coordinator: Helen Mo

KidSport BC

Director: Pete Quevillon

Manager: Thea Culley

SBC Insurance

General Manager: Pedro Catalan

Commercial Account Administrator: Cameron Cheung

Account Executive: Perry Solkowski

Accountant / Customer Service Representative: Shradha Shahi

Commercial Lines Processor: Ryan Fong

OUR MEMBERS

Voting Members

Badminton BC

Basketball BC

BC Adaptive SnowSports

BC Alpine Ski Association

BC Amateur Basketball Association

BC Diving

Field Hockey BC

BC Speed Skating Association

BC Archery Association

BC Athletics Association

BC Blind Sports & Recreation

BC Cheerleading Association

BC Fencing Association

Orienteering Association of BC

Swim BC

DanceSport BC

BC Ball Hockey Association

BC Rhythmics Sportive Gymnastics

BC Ringette Association

BC Rugby Association

BC Sailing Association

BC Soaring Society

BC Amateur Hockey Association

BC Amateur Softball Association

Gymnastics BC

BC Ultimate Society

BC Water Polo Association

BC Wheelchair Sports Association

BC Deaf Sports Federation

Bowling Proprietors' Association

Bowls BC

Synchro BC

Volleyball BC

WTF Tae Kwon Do Federation of BC

British Columbia Golf

Canoe Kayak BC

Curl BC

Cycling BC

BC Soccer Association

Special Olympics BC

Horse Council of BC

Judo BC

Karate BC

BC Wrestling Association

Rowing BC

Skate Canada BC/Yukon

BC Lacrosse Association

Squash BC

Tennis BC

Triathlon BC

Associate Members

ProMotion Plus

BC Games Society

SportMed BC