



**viaSport
Community Report**

2022-2023 Scorecard

Making sport better

viaSPORT British
Columbia

viaSport Community Report: 2022-2023 Scorecard

Making Sport Better

Reaching all corners of the province, viaSport works in collaboration with the sport community to advance high-quality sport experiences that make sport better. As the Province's trusted partner, viaSport is the lead agency to steward the growth and development of amateur sport in BC. With a network of designated sport organizations, partners, and collaborators, the strategic guidance of the Board of Directors, and the support of the Province of BC, we strive to build public trust and confidence in the promise of sport.

Letter from our CEO and Board Chair

Since March 2020, the BC amateur sport community witnessed profound contraction with cancelled events, training, and programming. Uncertainty forced some sport organizations to close or temporarily suspend sport operations. While relief programs from various levels of government offered a much-appreciated life-line, setting a new framework for the next five years is critical for amateur sport to regain and rebuild the momentum that was lost to the pandemic. Our 2022-2027 Strategic Plan created this framework and this report outlines our work in the first year.

In 2022-23, with the pandemic in the rear-view mirror, amateur sport faced new social norms, changes in consumer behaviour, operational challenges and emerging opportunities. Taking a collaborative approach to support amateur sport anchored our approach and enabled our success.

We continued to support the amateur sport community with strategic leadership that met these needs, including increased access to funding, advanced policy development, data and research, and offered other capacity-building resources. We solidified our role as a reliable information hub and a central agency for everything amateur sport in BC.

Our work provided opportunities for reconciliation with Indigenous communities, advanced diversity and inclusion, furthered improvements in sport safety, and supported recovery after the COVID-19 pandemic. Towards the end of the fiscal year, demonstrating the Province's trust in our organization, viaSport received new multi-year restricted funding to strengthen safety in sport, to support major or marquee sport event legacy initiatives, and; to support High Performance sport development. viaSport thanks the Province for their confidence in us and we look forward to working with the Ministry of Tourism, Arts, Culture and Sport to steward this investment.

Our achievements reflect our collaborations across the amateur sport community. It is clear that collectively we can achieve big things when we work together. Thank you.

Sincerely,



Charlene Krepiakovich,
Chief Executive Officer



Rick Ramsbottom,
Board Chair

viaSport 2022-2027 Strategic Plan: Pillar 1



Strengthen the Sport Ecosystem

Objective	Strategies	2022-23 Results
What is the outcome by 2027?	What activities are prioritized until 2027?	What did we achieve this year?
<p>B.C.'s sport ecosystem is efficient, strong, and sustainable.</p>	<p>Coordinate COVID-19 recovery efforts, issue/ risk management, and targeted funding.</p> <p>Support the implementation of the BC Pathways to Sport through a collaboration with the Ministry and sector leaders.</p> <p>Enhance data collection, analysis, and sector evaluation.</p> <p>Strengthen sector governance through an enhanced board education and engagement.</p> <p>Advance sector efficiency through research and innovative pilot projects.</p> <p>Work with government, private sector, and philanthropic partners to garner increased investment.</p> <p>Enable greater collaboration for BC Sport Hosting.</p> <p>Strengthen climate awareness and action. *</p> <p>Bolster grant effectiveness and impact. *</p>	<p>Engaged with amateur sport community, developed and disseminated \$4 million in Rally Together COVID-19 recovery grants.</p> <p>Advanced the BC Pathways to Sport through collaboration and consultation with viaSport's Multi-Sport Organization Leadership Council.</p> <p>Evaluated designated amateur sport organizations to strengthen sport governance, education, and sport development aligned to BC Pathways to Sport.</p> <p>Reviewed viaSport data & technology systems and worked in collaboration with government to prepare data system replacement roadmap.</p> <p>Secured a \$250,000 Jumpstart grant for Changing the Game pilot project to develop new ways to increase sport participation across BC.</p> <p>Improved access to competitions for disability sport through the increased investment of \$25,000 in the BC Ferries Disability Sport Experience Program.</p> <p>Conducted a comprehensive review of viaSport grants to improve efficiency and impact.</p>

*Added in 2023.



Elevate Sector Capacity

Objective

What is the outcome by 2027?

Sport leaders, coaches, officials, and volunteers in B.C. are well equipped to deliver safe, inclusive, and welcoming sport experiences.

Strategies

What activities are prioritized until 2027?

Prepare and share research, information, and policies through promising practices, education and training opportunities to:

- Support the implementation of the B.C. Safe Sport framework
- Advance diversity, inclusion, equity, reconciliation and anti-racism
- Strengthen coach and volunteer capacity with quality sport resources
- Advance High Performance athlete inclusion
- Support the implementation of a Regional Alliance-led Physical Literacy initiative

2022-23 Results

What did we achieve this year?

Accredited sport organizations met provincial policy, education and reporting requirements with **100% compliance** to **advance safety in sport**.

Received \$500,000 in funding **from the Province** to support the **successful launch** of the **PlaySafe BC program** including a public awareness campaign, training resources, and other support services.

Advanced Gender Equity initiatives to increase number of **amateur sport board members/leaders** who identify as **female to 44%**.

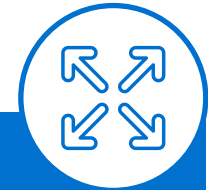
Prepared a diversity gap analysis report to help **bolster diversity on the podium**.

Developed and shared the following **resources** to **strengthen organizational development** and experiences in sport.

- Governance Best Practices Tool Kit
- Human Resources Tool Kit
- Volunteerism in the BC sport sector report
- Participant Centered Program Design: A strategy for Inclusion report

Established key performance indicators with Regional Sport Alliance to **better measure impact of provincial Physical Literacy initiatives**.

viaSport 2022-2027 Strategic Plan: Pillar 3



Expand Sector Reach

Objective	Strategies	2022-23 Results
What is the outcome by 2027?	What activities are prioritized until 2027?	What did we achieve this year?
<p>More British Columbians participate in, and benefit from B.C. amateur sport.</p>	<p>Foster growth through the development and promotion of a unified B.C. amateur sport voice.</p> <p>Increase Indigenous sport participation storytelling through collaborations with I-SPARC and other partners.</p> <p>Increase and target grants to foster stronger and more inclusive pathways to sport for under-represented groups.</p> <p>Develop a sector wide plan to attract, retain, and recognize volunteers.</p> <p>Increase number of social sector and other partnerships.</p> <p>Promote the benefits of physical activity and its linkage to sport through increased storytelling. *</p>	<p>Promoted amateur sport in BC with two social media marketing campaigns, raising awareness 35%.</p> <p>Strengthened Reconciliation through communication strategies and partnerships to promote indigenous coaches and athletes</p> <p>Collaborated with Post-Secondary Institutions to enhance the Athlete Assistant grant.</p> <p>Supported sport volunteerism through \$2 million in Rally Together grants for provincial and local sport organizations, as well as completed sector volunteer gap analysis report to inform volunteer strategy.</p> <p>Collaborated with Invictus Games Vancouver Whistler 2025 to elevate disability sport.</p>

*Added in 2023.

viaSport 2022-2027 Strategic Plan: Pillar 4



Enhance viaSport Operational Performance

Objective

What is the outcome by 2027?

viaSport is able to meet its growth and strategic objectives

Strategies

What activities are prioritized until 2027?

- Clarify and strengthen viaSport brand.
- Identify core team competencies and foster continuous learning and development.
- Enable and leverage technology to drive operational excellence and efficiencies
- Strengthen viaSport board governance. *

2022-23 Results

What did we achieve this year?

Increased viaSport brand awareness and reputation **by 9 % through greater promotion and communication** around the promise and value of sport.

Implemented viaSport performance management system to align strategies and resources **for the greatest impact.**

Completed full implementation and integration of **new grant software** platform, **driving internal efficiency and effectiveness.**

*Added in 2023.

Partnering with the Province

We gratefully acknowledge the Government of British Columbia for their invaluable support for viaSport British Columbia. Their annual funding and commitment to us helps advance our collective goals of growing the impact and reach of sport in BC.

