



viaSport
Community Report

2023-2024 Scorecard

Making sport better

viaSPORT  British
Columbia

viaSport Community Report: 2023-2024 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 voices of coaches, parents, volunteers, officials and community members, 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

The knock-on effects of the pandemic continued to be a factor in 2023-24, despite the passage of time since its official end. This reinforced the importance of setting a proper foundation for the years ahead to regain and rebuild. viaSport supported the sector in a number of ways embodied by our values of Collaboration, Inclusion and Accountability.

Collaborating with government, the amateur sport sector, and beyond, viaSport supported the sector as it grappled with general affordability challenges. Increased costs and declining volunteerism levels uncovered sustainability challenges brought about by previous years' profound membership contraction, reduced training and programming levels, and cancelled or postponed events. The affordability challenges persisted, despite 2023-24 seeing an increase in membership levels. In response, the Province provided 2023-24 year-end relief funding of \$7.7 million, distributed by viaSport, bringing the total of one-time support funding for the sector to \$52.7 million over the last five years. To help increase participation and membership, partnerships with JumpStart, BC Recreation and Parks and the viaSport Regional Sport Alliance identified and operationalized opportunities to reduce barriers for youth, including sport safety and physical literacy initiatives.

With a focus on Inclusion, viaSport expanded its grant programs that benefit equity-deserving groups, supported and built sport organization capacity to move Gender Equity ahead, advanced a High Performance diversity initiative, and supported Reconciliation through targeted communication and marketing efforts. Additionally, the viaSport Board undertook a review and implemented

recommendations to increase its own diversity, equity and inclusion practices, leading by example.

Governance work in 2023-24 enhanced accountability of the entire amateur sport sector through expansion of viaSport's sport safety initiatives, such as launching the PlaySafe BC public awareness program, furthering development of a sport complaints resolution service, and adding the requirement to adopt the BC Universal Code of Conduct to the standards of the Designated Sport Program. Further, through the revamping and repositioning of the viaSport Designation Program, additional and clear standards of compliance were established, increasing the Governance of all viaSport Designated Sports.

In the following pages, you will find a scorecard that outlines viaSport's 2023-24 achievements in alignment with our 2022-27 Strategic Plan. These achievements outline the results of our actions and show our engagement across the amateur sport community. It is clear that collectively we can #MakeSportBetter through collective leadership and collaboration, inclusion and accountability.

Sincerely,



Charlene Krepiakovich,
Chief Executive Officer



Rick Ramsbottom,
Board Chair

viaSport 2022-2027 Strategic Plan: Pillar 1



Strengthen the Sport Ecosystem

Objective	Strategies	2023-24 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>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>Secured \$7.7 million from the Province in year-end funding for viaSport Designated Sport Organizations to combat affordability and strengthen sector governance and operational efficiency.</p> <p>Delivered Evaluation Review of 11 viaSport Designated Multi-Sport Organizations to strengthen sport governance, education, and sport development aligned to BC Pathways to Sport</p> <p>Secured \$1.1million to advance the viaSport data management system replacement project to enhance quality of sport data</p> <p>Completed Year-1 of Jumpstart-funded Changing the Game pilot project to advance new ways to increase sport participation across BC</p> <p>Supported Invictus Games Vancouver Whistler 2025 sport legacy development through BC sport sector engagement</p> <p>Implemented recommendations to improve viaSport grant programs for greater reach and impact</p> <p>Drove community economic development and reduced barriers to sport for equity-seeking populations through 300+ grants awarded</p> <p>Collected data through amateur sport sector survey to determine baseline readiness and capacity for climate action</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

2023-24 Results

What did we achieve this year?

viaSport Designated Sport Organizations achieved **100% compliance** of provincial safe sport policy, education and reporting requirements **advancing sport safety**

Advanced sport safety by launching PlaySafeBC.ca and a public awareness **campaign reaching over 1 million individuals**

Received support from the Province to establish an **Independent Third Party Entity to manage sport-related complaints**

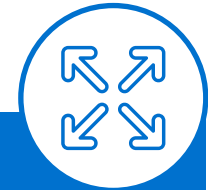
Advanced Gender Equity initiatives, including launching a **Community of Practice**, to increase number of **amateur sport board members/leaders** who identify as **female from 44% to 46%**

Secured \$80,000 in grant funding to deliver free training to **strengthen coach development** in rural and remote communities

Engaged Canadian Sport Institute – Pacific to track and report high-performance sport participation data annually

Confirmed and collected data 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	2023-24 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 #BCSportMakeMe marketing campaign, with 7.6% higher engagement over previous year</p> <p>Strengthened Reconciliation through education and partnership strategies promoting indigenous sport participation, including eight feature stories on viaSport.ca</p> <p>Advanced sport volunteerism by initiating development of a BC-wide volunteer system</p> <p>Partnered with BC Recreation and Parks Association to promote PlaySafeBC.ca, advancing sport safety awareness broadly across the recreation eco-system.</p> <p>Promoted physical activity with month-long social media marketing campaign garnering an 85% engagement rate</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. *

2023-24 Results

What did we achieve this year?

- Increased viaSport brand awareness** and reputation **by 10% through** promotion and communication of **revised brand strategy** and **launch of new website**
- Implemented** viaSport **performance management** system and tracked internal results **to ensure alignment** to strategies and resources **for the greatest impact**
- Supported and updated viaSport board processes** to enhance board succession planning and diversity

*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.

