

September 16, 2009

David Zussman  
Chairman  
2010 and Beyond Panel

c/o Victor LaChance

Dears Sirs,

Please accept this letter as a submission to the *2010 and Beyond Panel* that has been formed by the Honourable Gary Lunn, Minister of State for Sport. The submission is from the BC Sport Alliance, a coalition of organizations in British Columbia that are leading the provincial sport sector toward a new *2010 for 2020 Vision for Sport and Healthy Living*.

This letter speaks specifically to questions 1 and 2 of the 6 listed in Appendix 2 of the circulated material.

1. Over the past 6 years, British Columbia has developed a very deliberate and active performance programming partnership with the Canada Sport Centre Pacific (CSCP). Significant provincial funds from both the provincial government and 2010 Legacies Now have been invested in CSCP to develop technical leadership and performance services that are in turn made available to 22 BC Targeted Summer Sports and 17 Game Plan BC sports - all with an objective to increase the number of BC athletes on national teams. Four targeted summer sports and 4 Game Plan sports are Paralympic sports.

The leadership and integration of our provincial program with CSCP's national capability and services has had significant impact on the capacity of our Provincial Sport Organizations. Direct investment in provincial and regional coaches and the managed opportunity of provincial sports to work with national training centres has provided a fast-tracked development stage for performance. Thirteen of the 17 winter sports and 16 of the 20 summer sports have achieved improvements over the course of the targeted funding period.

We strongly encourage and recommend that sustainable improvement of Canadian athlete performances must start with an integrated performance system that includes regional and provincial athletes. From the time of athlete identification, top coaches, integrated planning and opportunities to access top level performance enhancement services and leadership should be part of our national plan for performance sport.

Provincial level programming plays a critical role at a crucial stage in the performance pathway. If we can maximize the potential of our athletes and coaches as they progress through the system, Canada will have generations after generations of champions



2. In British Columbia, the BC Sport Alliance is advocating for a single entity, arms-length from government, to be responsible for strategic planning and investment decisions for provincial sport. This will bring together a number of currently separate sources of funding and align allocation decisions in a holistic package, with investment in both participation and performance activities tied to over-all expectations.

The panel is charged with looking at performance sport, but we suggest that the theory remains the same - strategic direction and investment is best determined with all factors and considerations known, and funding then directed as warranted by that information. A leadership model with multiple decision makers and a variety of priorities makes it more difficult to achieve alignment and agreement.

As a sector, we want to move forward building onto the investment of the province and the federal government to leverage the 2010 Games, and to ensure sustainability for the work and investment to increase participation. Ultimately, the strength of the sport continuum will directly affect the success of our athletes on the world stage.

Thank you for the opportunity to make a submission to the panel. We wish you well in your deliberations and look forward with interest in seeing the recommendations.

Sincerely,

*The BC Sport Alliance*

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CEO, 2010 Legacies Now

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