

Ministry of Tourism, Arts, Culture and Sport

2023/24 – 2025/26 Service Plan

February 2023



For more information on the Ministry of Tourism, Arts, Culture and Sport contact:

Ministry of Tourism, Arts, Culture and Sport

PO Box 9812
Stn Prov Govt
Victoria, B.C.
V8W 9W1

(250) 953-0905

Or visit our website at

www.gov.bc.ca/tacs

Published by the Ministry of Tourism, Arts, Culture and Sport

Minister's Accountability Statement



The Ministry of Tourism, Arts, Culture and Sport 2023/24 – 2025/26 Service Plan was prepared under my direction in accordance with the *Budget Transparency and Accountability Act*. I am accountable for the basis on which the plan has been prepared.

A handwritten signature in blue ink that reads "Lana Popham". The signature is written in a cursive, flowing style.

Honourable Lana Popham
Minister of Tourism, Arts, Culture and Sport
February 13, 2023

Table of Contents

Minister's Accountability Statement	3
Strategic Direction.....	5
Purpose of the Ministry	5
Operating Environment.....	6
Economic Statement.....	8
Performance Planning.....	9
Financial Summary.....	20
Appendix A: Public Sector Organizations.....	21

Strategic Direction

In 2023/24, the Government of British Columbia will continue our work to make life better for people in B.C., improve the services we all rely on, and ensure a sustainable province for future generations. Government will focus on building a secure, clean, and fair economy, and a province where everyone can find a good home – whether in a rural area, in a city, or in an Indigenous community. B.C. will continue working toward true and meaningful reconciliation by supporting opportunities for Indigenous Peoples to be full partners in an inclusive and sustainable province. The policies, programs and projects developed over the course of this service plan period will focus on results that people can see and feel in four key areas: attainable and affordable housing, strengthened health care, safer communities, and a secure, clean and fair economy that can withstand global economic headwinds.

This 2023/24 service plan outlines how the Ministry of Tourism, Arts, Culture and Sport will support the government’s priorities including the foundational principles listed above and selected action items identified in the December 7, 2022 [Minister’s Mandate Letter](#).

Purpose of the Ministry

The vision of the [Ministry of Tourism, Arts, Culture and Sport](#) is that people and communities across B.C. are vibrant and thriving, with a diversity of opportunities that enrich well-being and support a strong, sustainable economy. The Ministry contributes to community and economic well-being by creating conditions for B.C.’s tourism, arts, culture, sport, creative and heritage sectors to thrive.

The Ministry oversees five Crown corporations: [Destination BC](#), the [BC Pavilion Corporation](#), the [Royal BC Museum](#), the [Knowledge Network](#), and the [BC Games Society](#). The Ministry also provides oversight to the [Office of the BC Athletic Commissioner](#).

The Ministry works with the [BC Arts Council](#) to support cultural and artistic diversity in the province and with [Creative BC](#) to grow the economic impact of B.C.’s creative sector, support sustainable employment, and showcase B.C.-owned creative content and production capabilities on a global scale. The Ministry also works with [viaSport](#) to support quality, inclusive and accessible sport across B.C.

Delivery of the Ministry’s mandate is guided by key legislation, including: the [Arts Council Act](#), the [Athletic Commissioner Act](#), the [Destination BC Corp. Act](#), the [Museum Act](#), the [Pacific National Exhibition Enabling and Validating Act](#), the [Knowledge Network Corporation Act](#), the [Hotel Guest Registration Act](#), the [Hotel Keepers Act](#), the [Pacific National Exhibition Incorporation Act](#), the [Tourism Act](#), the [Resort Timber Administration Act](#), and delegated authorities under the [Land Act](#), [Forest Act](#), and [Heritage Conservation Act](#).

Operating Environment

Tourism and Resorts

British Columbia's tourism industry has built an international reputation for delivering high-quality outdoor and cultural experiences to travelers. The tourism sector continues its sustained recovery from the economic challenges associated with the COVID-19 pandemic. While the number of British Columbia tourism businesses remains relatively stable compared to 2019, overnight visitation in 2022 is expected to be about 80% of 2019 totals.

Some sectors have almost fully recovered while others have struggled. This includes those that are more reliant on international visitors as people worldwide slowly regain confidence in travel safety and airlines re-establish routes into the province.

As travel and tourism is mostly a discretionary activity, the tourism sector is particularly at risk this year due to world-wide belt-tightening in the face of the rising cost of living. Labour shortages are hampering the ability of some sectors to maximize their services, especially in the food services and accommodations sectors. Housing affordability and availability is also hindering the attraction and retention of workers by businesses, especially in popular tourism areas with high housing costs and few rental vacancies. Climate-related emergencies such as fires, floods, and drought have created havoc for an industry that relies on planning weeks or months in advance of travel.

Some of the largest and most recognizable resorts in Canada are on land managed by the Ministry. These provide essential economic, social, community, and sport benefits to communities. Phased development occurs with clear public processes that facilitate strong engagement from local Indigenous communities and community stakeholders.

Heritage

The preservation of heritage contributes to the vibrancy of B.C.'s communities and is an opportunity to build the diversity of the province's cultural fabric for generations to come. Heritage preservation advances a diverse and inclusive society that honours underrepresented and marginalized communities whose voices have not previously been amplified in our history, thereby supporting reconciliation and learning.

The repatriation of belongings to Indigenous communities is a central tenet of reconciliation. Collections across the province and beyond are working on repatriation policies, best practices, and opportunities.

Investments in preservation, conservation and restoration of heritage properties across B.C. are being made by governments, not-for-profits, businesses, and individuals.

Sport

Participation in sport is a meaningful opportunity for residents and visitors across B.C. to come together and celebrate community. The sport sector's recovery from the pandemic has been slower than anticipated. The number of members in sport organizations and the number of volunteers continues to lag behind pre-pandemic levels. The slower return of sport has been magnified by several external factors. Affordability pressures throughout the economy impact the sport sector and in particular, vulnerable, racialized and marginalized populations. Rising costs related to registration fees, equipment, travel and accommodation all affect participants, coaches and officials' ability to participate. Population growth and aging sport infrastructure mean new sport facilities are needed and existing facilities require upgrades. Inflationary pressures in the building sector and lack of sport infrastructure funding programs also make investments in new sport infrastructure projects less viable. Access to sport facilities is further complicated by the labour supply issues in municipalities and recreation centres, which are being forced to limit facility hours due to staff shortages. There are also increasing reports of abuse in sport. These reports are creating a heightened awareness of sports culture and a higher demand from the public for action to encourage a sporting culture that is safe, inclusive, tolerant and respectful. The Ministry is working closely with the sector to support resilient and responsible growth, and to foster the conditions for sports to thrive in B.C.

The return of sport event hosting is helping B.C. in its recovery from the pandemic. In particular, the awarding of the 2024 Grey Cup, 2025 Invictus Games and 2026 FIFA Men's World Cup to British Columbia as well as the opportunity for Tk'emlups te Secwepemc and the City of Kamloops to bid on the 2027 North American Indigenous Games will bring tourism, economic and sport development benefits to B.C. for years to come.

Creative

The creative sector is on an upwards trend towards recovery from the pandemic, with strong global demand for creative content: video games, books, music, movies, and television shows. It continues to face challenges, however, including labour shortages, increased operating costs due to inflation, and audience hesitation (e.g., returning to live music venues and festivals). Live music companies are facing a 25-30% increase in operating costs, and publishing companies have experienced significantly increased printing, paper, and shipping expenses. Overall, monetization of music and publishing products have been increasingly difficult in a competitive and crowded digital environment. Additionally, the visual effects sector is challenged by labour shortages, with B.C. being at risk of companies and workers choosing other Canadian jurisdictions with lower cost of living and more access to housing.

In response to these pressures, there are opportunities for adaptation and modernization within the creative policy, legislation, and regulatory environment. In late 2022, the B.C. government released the updated [B.C. Film Location Policy](#), which will help coordinate and improve permitting and licensing with the motion picture industry. The federal government is actively working to update the Canadian broadcasting system through [Bill C-11](#), the *Online Streaming Act*. If passed, this legislation will require online streaming services to contribute to

the domestic funding system, similar to traditional broadcasters. The Province will work closely with industry to contribute to consultations, led by the Canadian Radio-Television and Telecommunications Commission, ensuring that B.C.'s creators are well-represented in regulation development.

Arts & Culture

Arts and culture enrich wellbeing, community and tell the diverse stories of peoples in B.C. The arts and culture sector continues to be challenged by the ongoing impacts of the pandemic and slower-than-expected recovery, including: audience hesitation to return, changes in audience behaviour and preferences, and a shortage of labour supply which places even more pressure on existing staff. The sector's resilience continues to be tested by labour market shortages, inflationary pressures on both operating and capital, and the resulting fiscal measures implemented by not-for-profit boards which exacerbate these challenges. Lack of affordable and available cultural, housing, and working spaces also continue to negatively impact the sector across the province.

Meanwhile, extreme climate events, public expectations, and changing socio-cultural demographics are increasing demands for a new vision for arts and cultural funding and the renewal and refurbishment of aging arts and cultural infrastructure, in both traditional urban centres and more equitably across a growing province. The Ministry, through initiatives such as the BC Arts Council's [Extending Foundations: Action Plan 2022-2024](#), launched in Spring 2022, is building off existing commitments and has taken new actions to support resilience and renewal for a more vibrant, diverse, equitable, and inclusive B.C. arts and culture sector.

Economic Statement

B.C.'s economy has been resilient to pandemic, geopolitical and climate-related disruptions. However, higher interest rates are expected to weigh on the economy in the coming years. Following a rapid recovery from the economic impacts of the COVID-19 pandemic, high inflation led to successive interest rate increases from the Bank of Canada in 2022. The impact of higher interest rates has been evident in housing markets and there is uncertainty over its transmission to the rest of the economy in B.C. and among our trading partners. B.C. is heading into this challenging period in relatively strong position, with a low unemployment rate. The Economic Forecast Council (EFC) estimates that B.C. real GDP expanded by 3.0% in 2022 and expects growth of 0.5% in 2023 and 1.6% in 2024. Meanwhile for Canada, the EFC estimates growth of 3.4% in 2022 and projects national real GDP growth of 0.5% in 2023 and 1.5% in 2024. As such, B.C.'s economic growth is expected to be broadly in line with the national average in the coming years. The risks to B.C.'s economic outlook center around interest rates and inflation, such as the risk of further inflationary supply chain disruptions, the potential for more interest rate increases than expected, and uncertainty around the depth and timing of the impact on housing markets. Further risks include ongoing uncertainty regarding global trade policies, the emergence of further COVID-19 variants of concern and lower commodity prices.

Performance Planning

Goal 1: British Columbia's tourism economy is resilient and growing sustainably.

British Columbia's tourism industry creates opportunities for people to have a better life through community enhancement, sustainable growth, and climate action. The Ministry's stewardship of tourism is rooted in the principles of diversity, inclusivity, reconciliation, and partnerships.

Objective 1.1: Support the sustainable growth of the tourism sector.

As tourism continues to recover from the impacts of the pandemic, the Ministry is supporting the sector and communities in efforts to rebuild their visitor economies and sustainably manage growth to enhance the quality of B.C.'s tourism experiences. Successful sustainable growth management reinforces B.C.'s "Super, Natural" brand and contributes to the province's unique selling proposition in a world increasingly concerned about human effects on the planet.

Key Strategies

- Continue to market rural and urban B.C. destinations to support the continued recovery and long-term resiliency of the tourism sector.
- Invest in destination development and tourism infrastructure to enhance and promote visitor experiences and foster community vitality.
- Work with the tourism sector to continue to reactivate the hosting of large meetings, conventions and exhibitions and position B.C. as a safe, world-class, event hosting jurisdiction.
- Promote safe, responsible and respectful outdoor recreation and eco-tourism that provides experiential and economic opportunities from B.C.'s natural spaces while maintaining strong environmental stewardship.
- Champion leading human resources practices that support the tourism sector's efforts to address recruitment and retention challenges and promote the variety of job opportunities.

Discussion

A flourishing tourism sector is a key pillar of the [StrongerBC](#) Economic Plan. Government is working with Destination BC and industry partners to meet ambitious goals for growth, sustainability and stewardship. Destination BC is leading enhanced marketing efforts to bring back international tourists (driving demand) and the Ministry is partnering with communities to invest in destination development and tourism infrastructure (creating supply). The Ministry is also providing specific funding to rebuild the business events sector (e.g., conferences, conventions), which attracts high spending visitors during shoulder and winter seasons, as

well as promoting visitor access and sustainable management of outdoor recreation areas across the province to broaden economic activity on the land base. Together these targeted actions, along with working with industry to address workforce shortages, will contribute to the important economic recovery of the sector and communities across the province.

Objective 1.2: Focus tourism-related policies and investments on creating healthy, inclusive societies.

The [Strategic Framework for Tourism 2022-2024](#), released in March 2021, identifies tourism's power to boost quality of life for people living in every corner of our province. It is important for the Ministry to undertake initiatives that serve a dual purpose of creating tourism revenues and quality community enhancement opportunities for residents.

This objective has been updated from the 2022/23 Service Plan, which focused specifically on reactivating events to help with economic recovery from the COVID-19 pandemic.

Key Strategies

- Work with Indigenous Tourism BC to support Indigenous communities and businesses to create exceptional tourism experiences and economic development following the principles of self-determination.
- Work with partner ministries and the sector to build a cleaner tourism industry that is prepared to adapt to climate change.
- Integrate tourism into the emergency management structure to support visitor safety, business resilience, and B.C.'s reputation as a safe and welcoming destination.
- Continue to support the tourism sector in becoming more inclusive and accessible, including providing tools and resources to help industry create inclusive tourism experiences.
- Invest in experiences and events that reconnect people and generate economic activity through sport, arts, culture and heritage.

Discussion

In addition to being a strong economic driver for the province, tourism is also a contributor to the social wellbeing of communities in B.C. For Indigenous Peoples, tourism provides economic benefits and the opportunity to share their stories in the ways they choose. The Ministry has a long-standing and positive relationship with the Indigenous Tourism Association of BC, articulated through the Indigenous Tourism Accord, and will continue to support their work by partnering in business support, tourism development and training opportunities for Indigenous communities and businesses.

The Ministry is working with the sector on promoting cleaner growth through adoption of lower-carbon alternatives and coordinating emergency management preparation and response through the Tourism Emergency Management Framework. The Ministry will also continue to invest through programs like the Tourism Events Program, Sport Hosting and its

portfolio of heritage sites to support events and activities that are beneficial to communities, and prioritize ensuring tourism events, attractions and experiences are inclusive and accessible through infrastructure programs such as the Destination Development Fund.

Performance Measures

Performance Measure(s)	2021/22 Actuals	2022/23 Target	2023/24 Target	2024/25 Target	2025/26 Target
1.1a B.C. tourism industry revenue ¹	\$13,463M	+50%	+60%	+10%	TBD

Data source:

¹BC Stats. Measured on a calendar year basis.

Discussion

Annual growth in provincial tourism revenue is a fundamental measure of economic success. It measures the money received by businesses, individuals, and governments due to tourism activities. This is an important measure of the success of the tourism industry’s economic recovery and ongoing improvement initiatives as it operates in an increasingly competitive world market. Industry revenue is expected to increase as international travel builds toward a return to 2019 levels, but risks include the potential impact of worldwide inflation and ongoing COVID-19 cases as part of travel activity.

Goal 2: Grow, strengthen and sustain British Columbia’s arts, culture and creative sectors.

Residents and visitors should have meaningful opportunities to participate in arts, culture and creative events and experiences that reflect B.C.’s demographic, cultural, and geographic diversity and resilience.

Objective 2.1: Support arts and culture development in British Columbia so that the sector is vibrant, resilient, and recognized for its diversity and vitality.

A vibrant, resilient and recognized arts and culture sector supports not only a strong, sustainable economy but fosters wellbeing, inclusion and a sense of community across the province.

Key Strategies

- Improve access to funding for historically underserved artists, cultural practitioners, and arts and culture organizations.

- Invest in arts supports for Indigenous artists and organizations, as well as build cultural competency for non-Indigenous organizations to support reconciliation.
- Invest in programs that support sector recovery and renewal, increase equity practices in the sector, and community connectedness through arts and culture.

Discussion

Through the *Extending Foundations Action Plan: 2022-2024*, the BC Arts Council is focused on supporting the arts and culture community to navigate through a period of renewal as it emerges from the health, economic, social, and cultural impacts of the COVID-19 pandemic. Alongside a more general focus on reconciliation, equity, diversity, inclusion and access, the BC Arts Council has introduced a designated priority groups policy to address identified gaps in funding distribution for regional arts and individuals and groups who are Indigenous, Black and people of colour, and those who are Deaf or experience disability. Under the designated priority groups policy, these identified groups will be the focus of BC Arts Council strategic measures, through dedicated programs, funding prioritization processes, partnerships, and outreach.

Performance Measures

Performance Measures	2021/22 Actuals	2022/23 Forecast	2023/24 Target	2024/25 Target	2025/26 Target
2.1a Number of BC Arts Council grants awarded	2,158 ¹	1,700 ²	1,700 ³	1,700	1,700
2.1b Number of artists and arts organizations supported by the BC Arts Council	1,061 ¹	1,000 ²	1000 ³	1000	1,000

Data source: BC Arts Council Grant Management System

¹This includes all funding provided through BC Arts Council programs and includes recipients from grants delivered through BC Arts Council partner programs (First People’s Cultural Council, BC Touring Council, ArtStarts, Creative BC).

²Forecast returns to normal base budget figures. 2021/22 figures are a result of Government’s additional investment of \$12.5 million for COVID-19 pandemic supports through StrongerBC that year.

³Any increase to this target would require an increased budget or giving more grants at smaller amounts.

Discussion

The vibrancy and resiliency of the sector is supported by the Arts and Culture Division through programs that are equitable, accessible, and reflect the diversity of British Columbians. Increasing the diversity of funded artists and arts organizations in B.C. will expand the reach of BC Arts Council funding, while also helping to increase equity, access and diversity practices in the sector. This will be guided by the internal analysis of the distribution and impact of funding for various groups of applicants through equity informed identity factors. Ideally, this work will

inform future measures to reflect the diversity, distribution and range of impacts of BC Arts Council funding. The Province also continues to support approximately \$300,000 in funding via cultural organization partners for free cultural events that engage families and communities across the province as part of B.C. Culture Days and Family Day celebrations.

Objective 2.2: Invest in cultural infrastructure.

The Minister's mandate letter commitments related to arts and culture infrastructure support the creation of dedicated arts and culture spaces and the renovation of existing spaces, as well as investments in large cultural infrastructure projects.

Key Strategies

- Invest in arts and cultural infrastructure projects through the BC Arts Council's Arts Infrastructure Program.
- Advance priority cultural infrastructure projects, including mandate commitments.

Discussion

Investing in arts infrastructure projects in B.C. supports the resilience and economic health of the creative, arts and culture sectors from increasing affordability, venues and workspaces, labour and economic pressures, as well as wildfires, flooding, and other severe environmental events.

The BC Arts Council launched the Arts Infrastructure Program (AIP) in 2020/21. Updated guidelines for the AIP in 2021/22 now allow for a maximum grant of \$250,000, increased from \$75,000.

Beyond AIP, the Province has committed to or is investing in multiple large scale cultural infrastructure projects that support its priorities, many of which stem from previous mandate commitments. These projects engage British Columbians, support diverse communities, and act as flagships for a vibrant and resilient arts and culture sector, including:

- Province-wide community engagement on the future of the Royal BC Museum and advancing work for a new Collections and Research Building.
- Investments in the new Vancouver Art Gallery, the redevelopment of the Jewish Community Centre of Greater Vancouver, and the Art Gallery of Greater Victoria.
- Working in consultation with affected communities to advance emerging museum programs and proposals including the Chinese Canadian museum, a South Asian museum, and a provincial Filipino cultural centre.

These projects also support creativity and artistic innovation; equity, diversity, and inclusion; multiculturalism, anti-racism and safer communities; accessibility; reconciliation and repatriation; and creative and innovative ideas for the economic vibrancy of a stronger B.C.

Performance Measures

Performance Measure	2021/22 Actual	2022/23 Forecast	2023/24 Target	2024/25 Target	2025/26 Target
2.2 Number of organizations supported for capital infrastructure projects	86 ¹	88 ²	87+	87+	87+

Data source: BC Arts Council and Ministry of Tourism, Arts, Culture and Sport.

¹BC Arts Council Arts Infrastructure Program (84) plus Royal BC Museum and Chinese Canadian Museum (Wing Sang Building purchase).

²BC Arts Council Arts Infrastructure Program (estimated 84 grants) plus the Jewish Community Centre of Greater Vancouver, the new Vancouver Art Gallery, Royal BC Museum (CRB Building) and Chinese Canadian Museum.

Discussion

The measure includes the number of direct investments made by the Ministry towards infrastructure projects. Applications for the 2022/23 Arts Infrastructure Program opened November 25, 2022, with results to be announced in March 2023.

Objective 2.3: Support the economic recovery and resiliency of B.C.'s creative sector.

The Ministry targets policy and investments to leverage opportunities in the motion picture, music, books and magazine publishing, and interactive digital media industries. These efforts result in expanding global market reach, increasing regional activity, and generating high-paying employment opportunities.

Key Strategies

- Implement the B.C. Film Location Policy across government and work with provincial partners to develop an Indigenous Engagement Guide for Film. This will facilitate a comprehensive, government-wide approach to working with the motion picture industry in B.C., support meaningful reconciliation, and generate economic development opportunities for communities across the province.
- Advocate for B.C.'s domestic motion picture industry in the Canadian Radio-television and Telecommunications Commission (CRTC) hearings for the *Online Streaming Act*.
- Deliver the third and final year of current Amplify BC funding to support the recovery of B.C.'s music sector and pursue its renewal.
- Work with representatives from B.C. book and magazine industries to address emerging opportunities and challenges.
- Support the visual effects industry to address workforce challenges and maintain competitiveness.

Discussion

The creative sector is made up of four industries: motion picture, music, interactive digital media, and book and magazine publishing. This year, the Ministry changed this objective to focus on economic recovery rather than pandemic response. The updated objective aligns with the Minister and Parliamentary Secretary’s mandate commitments to “*work with the creative sector to identify strategies to drive a strong recovery from the impacts of the COVID-19 pandemic.*”

Each of the creative industries is recovering from the impacts of the pandemic at a different rate. Factors include a shortage of labour, increased operating costs to cover health and safety requirements, insurance, audience hesitation (e.g., returning to live music venues and festivals), inflation, and rising costs of all goods and services. Despite these challenges, the motion picture and interactive digital media industries are demonstrating growth.

The Ministry is working closely with Creative BC to monitor the sector’s recovery and support long-term competitiveness. Monitoring includes regular meetings, reporting, and real-time information sharing. The Ministry will work with both Knowledge Network and Creative BC to prioritize funding allocations and access for equity deserving creative professionals and businesses.

Performance Measures

Performance Measure	2021/22 Actual ²	2022/23 Forecast	2023/24 Target	2024/25 Target	2025/26 Target
2.3a Value of annual economic contribution across B.C. creative sector ¹	\$5.4B Total GDP	Maintain or improve	Maintain or improve	Maintain or improve	Maintain or improve

¹ Data Source: Internally compiled statistics from Creative BC’s Creative Industries Economic Results Assessment (CIERA). CIERA is updated on an annual basis. Any changes reflect refinements to federal public data sets from Statistics Canada. These refinements are applied annually to baseline data to ensure historical consistency and comparability.

² The 2021/22 actuals are an estimate only through CIERA and will be updated once federal data sets are finalized by Statistics Canada (anticipated by Fall 2023).

Discussion

Some industries in B.C.’s creative sector are demonstrating strong economic growth, such as motion picture and interactive digital media, and this is reflected in the data. This performance measure reflects the cumulative impact of the Province’s investment in the wider creative sector through a suite of complementary programs and tax incentives. These investments leverage federal and private sector funding and ensure future growth in B.C.’s creative sector.

In the year ahead, the Ministry will continue to work closely with Creative BC to monitor the sector’s performance and success through annual Creative Industries Economic Results Assessment (CIERA) data generation. In FY 2023/24, Creative BC will release CIERA data for 2022 with further improvements and additional indicators, such as demographic and

environmental insights. This will result in refinements to the accuracy and applicability. Ministry staff use the annual CIERA data to identify areas within the creative sector that may require additional support and resources.

Goal 3: Ensure accessible, safe and inclusive sport opportunities for all British Columbians.

British Columbia's sport system includes and welcomes people of all ages, backgrounds, and abilities. The Ministry provides expertise, tools, policy, and supports to grow and foster diverse, accessible, safe, and inclusive opportunities for sport sector participants.

Objective 3.1: Collaborate with communities and partners to reduce barriers to inclusivity in sport and increase participation.

Provincial and multi-sport organizations such as Basketball BC, BC Wheelchair Sports, BC Special Olympics and the B.C. Seniors Games Society offer residents and visitors the opportunity to play, learn, and compete in sport. In its funding agreements with provincial sport organizations, viaSport requires inclusive sport programming that encourages participation from a diverse range of participants.

Key Strategies

- Continue to implement [Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025](#), and further support the sport sector as it continues to recover from the COVID-19 pandemic.
- In partnership with viaSport, implement *PlaySafe BC* programming that prevents and addresses maltreatment in sport to help foster safe, positive and inclusive environments throughout B.C.
- Provide funding opportunities for organizations and communities providing sport programs for under-represented populations, including Indigenous, female, 2SLGBTQIA+, low-income families, individuals with a disability, new Canadians, children in and aging out of care and the 55+ population.
- Invest in the [Indigenous Sport, Physical Activity and Recreation Council](#) (ISPARC) to ensure Indigenous Peoples and communities have equitable and meaningful opportunities to participate and compete in sport in a manner that recognizes and respects Indigenous cultures and traditions.

Discussion

Supporting children and youth from population groups typically under-represented in sport is a priority for the Ministry as identified in the *Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025*. Under-represented groups include Indigenous Peoples, girls and women, low-income families, individuals with a disability, new Canadians, children in and

aging out of care, and the 55+ population. The Province invests in programs to help under-represented groups, including the After School Sports and Arts Initiative, KidSport BC, Resilient, Inspire, Strength and Engage (RISE) grants, and annual investment in the Indigenous, Sport, Physical Activity and Recreation Council (ISPARC).

Pandemic recovery measures include a \$4M investment to create the Rally Together Fund. The Fund is helping re-ignite participation and volunteerism in amateur sport following the declines experienced as a result of the pandemic.

Performance Measures

Performance Measure	2021/22 Baseline	2022/23 Forecast	2023/24 Target	2024/25 Target	2025/26 Target
3.1 Number of children, from population groups typically under-represented in sport, reached through targeted sport programs ¹	29,400	30,000	32,000	34,000	36,000

Data source:

¹ Total number of children reached through programs delivered by the Indigenous, Sport, Physical Activity and Recreation Council (ISPARC), KidSport BC, and the After School Sport and Arts initiative (ASSAI) administered by the Ministry. Baseline data is from ISPARC's 2020/21 Annual Report, Sport BC's 2020/21 Annual Report, and ASSAI estimates from the 2021/22 school year.

Discussion

This performance measure tracks the number of children and youth reached through targeted initiatives intended to increase sport participation opportunities for those groups under-represented in sport. This measure does not include children and youth from key populations reached through other mainstream sport programming. The ongoing impacts of COVID-19 have made it more challenging than originally anticipated to get sport programs up and running at full capacity, particularly in Indigenous communities. Targets have been adjusted to reflect the work that is required to re-engage communities and individuals in sport across the province.

Monitoring how targeted programs are reaching children, from population groups typically under-represented in sport, provides an important indication of whether the sport sector is inclusive of all participants. Tracking the participation from these groups is achieved by data collection at the community and provincial level through annual reports by local and provincial sport organizations.

Objective 3.2: Provide opportunities for athletes, coaches and officials to develop and compete in communities across the province.

The Province strives for system excellence in sport by supporting programs and services for athletes, coaches, officials, practitioners, and leaders through enhanced coordination and communication across sport organizations.

Key Strategies

- Fund the Indigenous Sport, Physical Activity and Recreation Council (ISPARC), the BC Summer and BC Winter Games, Team BC, and the 55+ BC Games as opportunities to support athlete and coach development and create a pathway for British Columbians to participate in higher levels of competition.
- Develop talent identification strategies and programs to support athletes as they progress through the sport system so they can achieve their best.
- Celebrate the achievements and contributions of B.C. athletes, coaches and volunteers through awards such as the Athlete of the Year Awards, the Premier's Awards for Indigenous Youth Excellence in Sport, and recognition at the BC Sports Hall of Fame.
- Continue to fund the Enhanced Excellence Program to target high performance initiatives and create a pathway to place more B.C. athletes on national teams with the potential to win medals in international competitions.

Discussion

The Ministry's investment in provincial and multi-sport organizations, initiatives and events such as BC Games, the Canadian Sport Institute Pacific, and the Indigenous Sport, Physical Activity and Recreation Council helps ensure pathways for British Columbians to achieve their highest potential.

Objective 3.3: Contribute to tourism, economic, social and sport development growth through investing in sport events in communities across the province.

Sport event hosting supports tourism, economic, social and sport development. The Province's investment in these events helps to ensure that communities, athletes and sports fans throughout the province are able to realize the benefits associated with sport event hosting.

Key Strategies

- Invest in sport hosting opportunities that will support economic recovery and local sport development in communities across the province.
- Work with First Nations to secure the bid for the 2027 North America Indigenous Games.
- Develop strong impact and legacy plans to help realize the social and economic benefits associated with hosting marquee sport events such as the 2026 FIFA Men's World Cup.

Discussion

Sport event hosting supports economic development in communities across the province and provides valued opportunities for B.C. athletes in pursuit of the podium to compete locally. The Province has committed to supporting a number of marquee sport events in the coming years, including the Grey Cup 2024, Invictus Games 2025, and the FIFA Men’s World Cup 2026. The Province has also demonstrated support for a 2027 bid to host the North American Indigenous Games in B.C. The Ministry’s Marquee Sport Events team supports single-sport competitive events, usually aligned with a national sport organization. The Hosting BC program, administered by viaSport, supports smaller, regional sport events.

Hosting sport events provides opportunities to create long-lasting benefits for our tourism sector, amateur sport organizations, and local economies throughout the province. Major games will also provide host communities with opportunities to build event-hosting capacity and support future economic development.

Performance Measures

Performance Measure	2021/22 Baseline	2022/23 Forecast	2023/24 Target	2024/25 Target	2025/26 Target
3.3 Number of communities that host sport events ¹	39	40	45	45	45

Data source:

¹Major Events Program and Hosting BC.

Discussion

Tracking the distribution of sport events supported by the Ministry helps to understand the distribution and number of communities that are able to realize the economic and social benefits of sport event hosting. This measure also supports the Event Hosting objective in the Province’s Strategic Framework for Sport, which is to ensure that sport contributes to the social and economic objectives of communities throughout B.C.

Sport event hosting was slower to emerge from the pandemic than had been originally expected. However, that changed in 2022/23 as more event organizers and communities rebuilt their capacity to host and worked towards planning and hosting events. The Major Events Program and Hosting BC are the two main provincial event hosting funding programs. They continue to be a key driver in stimulating sport development, community engagement, tourism, and economic growth across a wide range of regions in B.C.

Financial Summary

Core Business	2022/23 Restated Estimates ¹	2023/24 Estimates	2024/25 Plan	2025/26 Plan
Operating Expenses (\$000)				
Tourism Sector Strategy	24,348	25,189	25,396	25,396
Arts and Culture	38,103	38,561	38,647	38,647
Sport and Creative Sector	23,414	26,648	26,714	26,714
Transfers to Crown Corporations and Agencies	80,374	83,714	84,596	84,918
Executive and Support Services	1,730	2,117	2,144	2,144
BC Arts and Culture Endowment special account	4,230	4,230	4,230	4,230
Physical Fitness and Amateur Sports Fund	1,200	1,200	1,200	1,200
Total	173,399	181,659	182,927	183,249
Capital Expenditures (\$000)				
Executive and Support Services	3	3	3	3
Total	3	3	3	3
Capital Funding Vote (\$000)				
B.C. Pavilion Corporation Capital Fund	10,000	10,000	10,000	10,000
Royal B.C. Museum Capital Fund	55,946	78,758	81,784	0
Total	65,946	88,758	91,784	10,000
Other Financing Transactions (\$000)				
Tourism Development Disbursements	600	600	600	600
Total Net Cash Requirements	600	600	600	600

¹ For comparative purposes, amounts shown for 2022/23 have been restated to be consistent with the presentation of the 2023/24 Estimates.

* Further information on program funding and vote recoveries is available in the [Estimates and Supplement to the Estimates](#).

Appendix A: Public Sector Organizations

As of February 13, 2023, the Minister of Tourism, Arts, Culture and Sport is responsible and accountable for the following organizations:

[BC Arts Council](#)

[BC Games Society](#)

[BC Pavilion Corporation](#)

[Creative BC](#)

[Destination British Columbia](#)

[Knowledge Network Corporation](#)

[Royal British Columbia Museum](#)

[Medal of Good Citizenship Committee](#)

