



A 2010 Legacy Initiative

Driving community participation and
the next generation of champions

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Pacific
SPORT

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Organized sport and physical activity need to be more closely aligned with improved health and social outcomes. The BC Sport Alliance (2010 Legacies Now, Sport BC, Canadian Sport Centre Pacific and BC Games Society) is working to reposition the province's sport system to maximize strengths that exist and link sport to healthy living outcomes. Canadian Sport Centre Pacific (CSC Pacific) is not only a key contributor in BC, but also within the national sport system through partnerships with Own the Podium and the Canadian Sport Centre Network. Working within the framework and vision of the BC Sport Alliance and in consultation with targeted National and Provincial Sport Organizations, CSC Pacific has developed a plan that will build on the momentum of the 2010 Games and take BC's high performance sport system to a new level for the benefit of all Canadian athletes. This Legacy Initiative strategy aims to ensure the high performance sport system in BC is armed with a plan supported by expertise and infrastructure that will breed excellence for generations to come.

INTRODUCTION

Through the ongoing leadership of our athletes, coaches, National and Provincial Sport Organizations (NSOs and PSOs) and with the participation of sport, government and private sector partners, BC's performance sport system has been thoroughly tested and proven successful.

Results

More BC athletes are represented on national teams than ever before, winning medals for Canada and at the Canada Games - showcasing what is best about BC and our communities. As a province, we've come to see that medals do matter, not just because of the pride they instill and the example that our athletes demonstrate but because they are a part of building an active, healthy, and inspired British Columbia.

Transformation

BC's high performance sport system has transformed significantly by putting in place a clear pathway to success. We've built the necessary partnerships, applied innovation, and maximized the investment in sport in the lead-up to the 2010 Games. This combined approach of partnership, innovation, and investment has generated an Integrated Performance System that is closing in on world-class status. This high performance sport system now delivers a significant return on investment, not only through improved performance results by BC athletes at the international and national level but also by its ability to commercialize research and development, strengthen coaching, lead the way with facility renewal, engage communities and support province-wide healthy living initiatives.

Building on Success

As evidenced at the 2008 Beijing Games, BC will see the impact of the Integrated Performance System in full force in just a few short months at the 2010 Games. This impact, however, is not enough to further propel BC's sporting success for future generations; it is now critical that we build on these results and maximize opportunities to ensure 2010 has a tangible legacy.

Why do it? What is it? Where will it be implemented? When can it be launched?

What is required to make it happen?



A 2010 Legacy Initiative

CSC Pacific is proposing an innovative legacy initiative centered on the evolution of CSC Pacific to Canada's first fully designated Canadian Sport Institute. Anchored by the Canadian Sport Institute, the development of a network of world class Sport Academies and an expanded role for PacificSport Regional Centres complete the 2010 Legacy Initiative, leveraging BC's sport expertise and new world class sport facilities throughout the province.

WHY DO IT?

Without a post-2010 legacy plan for high performance sport that goes beyond the bricks and mortar investment in Games facilities, we will have failed the next generation of Canada's athletes and coaches, and fallen short of maximizing the Games opportunity. The 2010 Legacy Initiative addresses this shortcoming not only within high performance sport, but for community engagement in sport and healthy living initiatives.

Pride & Inspiration – It takes a community to build a champion. Medals do matter because they inspire British Columbians to lead active and healthy lifestyles and instill the belief that British Columbians can be the best in the world in their field of choice.

Sport System Alignment – In times like these, maximizing our resources is essential. System alignment is a necessary goal - from Region to Academy to Institute – to enable a seamless progression through the Canadian Sport for Life pathway.

Leadership – In and Out of Sport – Athletes provide leadership on the field of play and in their communities. BC has the unique opportunity to leverage the leadership within sport to benefit our communities, taking the example of Victoria's Adam Kreek who turned rowing gold into a message supporting the *right to play* and climate action.

Healthy and Active Communities – Sport drives community participation and healthy living. The 2010 Legacy Initiative provides three new opportunities to create healthy, active communities across the province of BC.

1. Canadian Sport Institute
2. Sport Academies
3. An expanded role for the PacificSport Regional Centres

Generations of Champions – Supported by a performance system with the capacity to assist the champions of today and the generation of champions to come.



WHAT IS IT?

There are three parts to the 2010 Legacy Initiative: founding Canada's first fully designated Canadian Sport Institute, creating Sport Academies and expanding the role of PacificSport Regional Centres.

Canadian Sport Institute

Our national sport partners, led by Own the Podium, are currently working with federal and provincial governments to evolve Canadian Sport Centres to facility-based Canadian Sport Institutes (CSIs) in four locations across the country.

Dedicated sport and related training facilities are a key ingredient of a CSI. By being facility based, a CSI has the infrastructure to create a high performance "hub" where unique synergies can be created when all elements of specialized high performance training programs are located in the same area. Further key ingredients of a CSI are dedicated sport and related sport science and sport medicine services supporting resident full time sport-specific coaches employed by the CSI.

CSC Pacific has been identified to become one of the four Canadian Sport Institutes, with many of the key ingredients already in place in Victoria and Whistler, and could be the first to receive CSI designation in Canada – if anticipated legacy investments and partner contributions are forthcoming. This will bring the first component of the 2010 Legacy Initiative to fruition.

Sport Academies

In essence, Sport Academies will be "regional hothouses" for training BC's next generation of athletes, coaches and scientists which operate in collaboration with targeted sports such as swimming and rowing in Victoria, freestyle skiing and snowboard in Whistler and athletics in Kamloops. With leadership from the CSI, in partnership with NSOs and PSOs, the following five pillars of high performance sport programming will be foundational elements within each Sport Academy.

- **BC athletes** – Identified and targeted athletes will access integrated services and support through the Sport Academies in collaboration with their respective national, provincial, and local community partners.
- **Professional, qualified expert coaches** – Coaches will be recruited and supported by the Canadian Sport Institute, in partnership with national and provincial sport organizations as well as the National Coaching Institute.
- **World-class facilities** – Each Sport Academy will have access to enhanced athlete and coach services at the CSI and/or sport specific facilities within close vicinity.
- **Performance Services** – The development and delivery of services by dedicated full time sport science and sport medicine staff will be cornerstone of the Sport Academy system.
- **Competitive Opportunities** – The Sport Academy athlete contingent will have access to bursaries or travel grants to ensure they are able to attend appropriate competitions.



PacificSport Regional Centres

Strengthening local and regional delivery, in concert with the Canadian Sport Institute and Sport Academies, there are unique opportunities to establish regional programs, services and leadership not seen anywhere else in Canada. Not only is this a made-in-BC model, it's also providing a competitive advantage for BC communities.

The key ingredients to ensuring success in this expanded role includes integrated strategies with municipalities, provincial and local sport organizations, the emerging BC Sport Alliance, local education and health authorities and an appropriate level of resourcing to enhance the standards of service delivery. Additional resources must be invested by community partners to bring this success to fruition.

The continued evolution of the PacificSport Regional Centres involves building on their success and track record in performance sport services to include expanded responsibility for sport development initiatives and support in areas such as volunteer development, coach development, as well as a deeper commitment to the Canadian Sport for Life Model and its capability to help communities achieve healthy living objectives.

WHERE WILL THE LEGACY BE IMPLEMENTED?

The 2010 Legacy Initiative is a province-wide effort. The primary Canadian Sport Institute Campuses will be in Victoria at the Pacific Institute for Sport Excellence and in Whistler at the Whistler Athletes' Centre. Athletes in the Lower Mainland will be supported by the CSI at multiple sport-specific locations (Richmond Oval, City of Vancouver, etc.). The Sport Academies will be positioned where targeted sport specific training groups are located and will be primarily housed at the CSI Campuses. The PacificSport Regional Centres are located in the Fraser Valley, Interior BC, Northern BC, Okanagan, and Vancouver Island. In each case, facilities and sport development experts anchor the Institute, Academy, and Regional Centre operations.

The PacificSport Regional Centres ensure that BC's sport system achieves consistent program coordination in nearly every region of the province. It is essential that we continue building strong linkages between performance sport and active communities by developing partnerships that integrate sport with local municipalities' parks and recreation initiatives. To fully realize province-wide delivery, expansion into the Kootenay region is essential. These Centres already serve as sport hubs for the communities and regions in which they are located. A modest additional investment will enable these facilities and communities to realize the full potential for high performance sport excellence and sport participation enhancement across the province.



WHEN CAN THIS BE LAUNCHED?

The development of the 2010 Legacy Initiative is already underway with a goal to begin implementation in April 2010. CSC Pacific and the PacificSport Regional Centres are ready to implement the three part Legacy Initiative immediately after the 2010 Olympic and Paralympic Games by putting our leadership, new investments and current partnerships to work.

WHAT IS REQUIRED TO MAKE THIS HAPPEN?

Leadership from CSC Pacific

The critical contribution of CSC Pacific is to drive the successful development of the 2010 Legacy Initiative in the coming years, starting with immediate action toward securing CSI designation.

Leveraging Existing Investments

The 2010 Legacy Initiative is a \$12 million annual enterprise with a substantial amount of the funding already in place in the sport system. By leveraging the existing resources and securing the financial participation of the 2010 Games Operating Trust, Own the Podium-Federal Government, BC Provincial Government, plus municipal and community partners a phased-in implementation will be realized as resources and partnerships are established.

Effective Partnerships

The successes described above are all based on value-driven partnerships across the province integrating community, private sector, educational, health authority and federal partners. Partner engagement strategies and agreements are as central to the 2010 Legacy Initiative as the leadership and investment contributions identified above.

Provincial Sport System Alignment

The support of the BC Sport Alliance and its successor is essential to ensure seamless integration of CSI high performance initiatives and Provincial Sport Organization programming along the performance pathway for participants to move through the continuum from playground to podium.

THE NEXT STEPS TO MAKE IT HAPPEN

- Step 1: Final Approval from CSC Pacific Board of Directors and PacificSport Regional Centres **COMPLETED**
- Step 2: Communication of *2010 Legacy Initiative* with sport partners **COMPLETED**
- Step 3: Customized proposals for Investors and Partners
- Step 4: Agreements with Provincial and Federal Partners – on a cost sharing basis
- Step 5: Value Added Investment from the 2010 Games Operating Trust
- Step 6: Agreements with Community Partners and Educational Institutions on a potential cost sharing basis

