

# Power of Sport



## Importance and Impact of Sport in Manitoba

Sport Manitoba is the lead planning, programming and funding agency for the development of amateur sport in Manitoba. As a non-profit organization, Sport Manitoba creates and manages sport programs and services and partners with more than 100 organizations that deliver sport in our province. In 2014, we became the first non-profit sport organization in Canada to receive Imagine Canada accreditation demonstrating a high level of accountability and transparency paramount for a non-profit organization reliant on public and private funding.

We work to increase access to sport for all Manitobans and utilize sport resources to assist community development. We want to advance the health, social and recreational benefits of sport and the overall performance of Manitoba's athletes.

While our goals are simple, our model is unique. Sport Manitoba creates innovative partnerships and develops new models of sport delivery so all Manitobans no matter what age or skill level, can benefit from their involvement in sport. Looking at national sport participation rates from 2005 to 2010 only Manitoba (2%), Alberta (4%) and BC (1%) were able to increase the number of people participating in sport. (Sport Participation Rates 2010, Canadian Heritage)

In 2012-2013 the provincial government cut \$205,000 in funding. Since then we have been static at 11.3 million dollars annually from the Province of Manitoba. This year we will spend only 12% of that on administration. Providing over 8 million in grants to 86 sport partners and another 22% on valuable programs and innovative services.

Looking at our nearest neighbor to the west who is comparative in size and population, Saskatchewan grants its sport partners 27 million annually.

The Province of Manitoba is the lead partner in the development of the Canada Games Sport for Life Centre, a legacy facility for the upcoming 2017 Canada Summer Games. Phase 2, the Qualico Training Centre will be a 124,000+ training complex which will be used by over 400,000 people every year in downtown Winnipeg. Its business plan is to generate new funding to assist with increased costs and new programs improving our sustainability and reducing our reliance on provincial funding to meet growing demands. Long-term, this model of a central hub to provide resources to everyone in sport will be developed across the province including regional centres in Central, East, North and West.

Sports and Recreation organizations are the most common type of nonprofit and voluntary organization in the country making up 21 percent of Canada's non-profit sector while engaging 28 percent (5.3 million) of all volunteers – more than any other sector. They report total annual revenues of \$6.1 billion. (True Sport Report, 2008) (Imagine Canada)

Community sport is woven into the fabric of virtually every community in Manitoba. Across our province we count over 500,000 Manitobans engaged in sport as athletes, casual participants, coaches, officials and volunteers. That number doesn't take into account staff, infrastructure projects, parents, family and friends.

## **Why Spend 11 Million Dollars Annually on Sport?**

Because Canadians value sport! We rank sport second only to families as a highly positive influence in the lives of young people. 92% of Canadians believe that community-based sport can be a positive influence in the lives of children and youth and 72% believe that sport is a key contributor to quality of life in their communities. (True Sport Report). Volunteerism and community support is a testament to the high value we place on sport.

Sport reaches across the Provincial Government's priorities including health, active living, youth, justice, tourism, Indigenous relations and inclusion of Manitoba's varied cultures. A sustained investment in sport, along with innovative delivery models, research and infrastructure, will have lasting benefits. We ask the Government of Manitoba, when preparing its 2017 budget, to take into account the province wide benefits of sport:

- ✓ Keep an aging population healthy, active and productive.
- ✓ Provide healthy options for marginalized youth
- ✓ Break down barriers and integrate immigrant communities helping them engage more quickly and effectively.
- ✓ Teach positive values & life skills
- ✓ Foster greater inclusion of people with disabilities
- ✓ Create partnerships with Indigenous community organizations to develop capacity to create healthier communities.
- ✓ Promote physical wellness, mental health and prevention
- ✓ Build social cohesion and generate economic capital
- ✓ Support the economy through sport tourism and provide sport-and wellness-related job training to increase productivity.
- ✓ Provide ground-breaking coaching, sport medicine and training opportunities for Canada's amateur and elite athletes.
- ✓ Develop community leaders and positive role models
- ✓ Almost 40% of our population participates in sport from grassroots programs through to our Olympians.

That's a long list of benefits and we can't cover them all so let's focus on a select few.

## **Sport a Significant Contributor to Manitoba's Economy**

- Sport tourism is a critical economic driver in communities across Canada and is now the fastest growing segment of the Canadian tourism industry at 5.2 billion dollars annually. (Canadian Sport Tourism Alliance)
- Sport tourism has a positive impact on businesses and governments in small and large centres across Manitoba. In fact, the critical mass of activity in sport tourism happens at the community level. Think about all the local hockey or basketball tournaments held across our province every weekend.
- Larger events represent significant economic impacts like the 2017 Canada Summer Games being held in Winnipeg next summer. That event is projecting an economic impact of at least 153 million.
- With the slow growth in capital markets and interest rates Manitobans are working longer making it imperative we address the challenges of our aging population by ensuring people are healthy, active and able to work.
- Participation in sport and physical activity increases social well-being, reduces absenteeism, and increases productivity.
- In preparing our work force we know that children with high levels of positive parental interaction, and a child's participation in organized sports and general physical activity were all associated with higher scores on various measures of readiness to learn. (Statistics Canada, 2006)
- Research undertaken by the *International Labour Organization* found that well-designed sport programs help youth to acquire many generic employment skills, as well as ethically based skills that employers particularly value such as volunteering, commitment to teamwork and team building, tolerance, and acceptance of rules. (True Sport Report)
- Marginalized communities often face too many barriers to participate in the economy, resulting in poor health, addictions and social problems such as gang participation and crime. These communities need to be engaged, which can be achieved through sport and physical-activity programming including leadership development.
- Sport Manitoba, Provincial Sport Organizations and other organizations that use Sport Manitoba's payroll services total 350 employees.

## **Youth, Justice and Safety**

- Youth who participate in sport are less likely to engage in delinquent behaviour and have lower rates of criminal arrest.
- Sport programs can also offer youth a positive alternative to membership in criminal gangs.
- Sport programs to prevent youth crime and gang involvement work best when they are holistic, values-based, empowering, and delivered as part of a wider series of activities, in partnership with local renewal agencies and other groups. This has to be done intentionally. Purely recreational programs are unlikely to be very effective. (True Sport Report)
- Program Highlight: The Manitoba-Community Sport for Life Program aims to reduce the barriers for children and youth from Aboriginal and newcomer populations to participate in sport. Last year the program impacted over 21,000 participants and approximately 1,600 Coaches/officials. The program partners with organizations like our Provincial Sport Organizations, The Boys and Girls Club of Winnipeg, Spence Neighborhood Association, WASAC and MASRC in various locations across Manitoba such as Garden Hill, Duck Bay, St. Theresa Point, Cross Lake, Norway House, Hollow Water, Shamattawa, Waywayseecapo, Bird Tail First Nation, Little Black River, Paungassi, Wassagomach just to name a few.

## **Impact on Health Care Spending**

- Physical inactivity contributes substantially to direct and indirect health care costs and has a significant impact on productivity and healthy life years.
- In Manitoba the total direct costs to the health effects of smoking, physical inactivity and excess weight in 2008 are estimated at \$492 million, while indirect costs are estimated at 1.12 billion, yielding total attributable costs of \$1.62 billion. (Making the Case for Primary Prevention, An Economic Analysis of Risk Factors in Manitoba)
- Stats Canada released an Economic Burden of Illness in Canada study that showed each year in Canada, more than two thirds of deaths result from four groups of chronic diseases: cardiovascular, cancer, type 2 diabetes and respiratory illnesses. These chronic diseases share common preventable risk factors, including physical inactivity, unhealthy diets and tobacco use.

- It is estimated that 98.3% of Manitoba's "health care" budget is actually comprised of illness-treatment expenditures. The tremendous burden of chronic disease in Manitoba must be addressed. If all Manitobans maintained a healthy weight, we could save up to \$300 million a year! \$300 million!!!! (Cost of Obesity in Manitoba, GPI Atlantic).
- Mental illness affects 1 in 5 Canadians and is closely linked to social isolation, poor quality of life and increased mortality, as well as enormous economic and social costs. Depression alone costs Canadians over \$5 billion annually, while the total annual cost of all mental illness is estimated at \$1,056 per capita. Physical activity offers important mental health benefits: enhancing self-esteem, helping to manage stress and anxiety, and alleviating depression. In patients with psychiatric disorders, physical exercise has been shown to diminish clinical symptoms, especially for depression. (True Sport)
- Key to savings is ensuring people are active throughout their lives and at the appropriate level. This requires more than promotion. This is achieved by providing hands-on expertise, accessible facilities and appropriate programming.
- Program Highlight: our sport medicine centre in the Canada Games Sport for Life Centre takes a unique "team approach" to providing health care services by combining medical, physiotherapeutic, chiropractic, nutrition and sport psychology services in one location, with consistent communication as approved by the client. This Mayo-clinic approach serves all community members to recover faster, not just elite athletes.

## **The Return on Investment in Sport is Proven!**

Spend \$1 get \$22 in value returned. That's one of the core findings in the Edmonton Sport Council's report, *The Economic Significance of Amateur Sport and Active Recreation in Edmonton in 2000* that put the total economic impact at \$540.67 million for their city. The report found that in the year 2000 the average Edmonton household spent \$1,454 in the area of amateur sport and recreation and there was a \$213-million total impact on wages, equal to 7,360 person-years of employment. As well, \$28 million was spent by about 370,000 sports visitors.

Investing in sport is a powerful investment in preventing chronic diseases and improving health, social connectedness and quality of life as well as providing benefits for economic and sustainable development.

