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Tourism, Sport
and the Arts

2008/09 – 2010/11
Service Plan

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Message from the Minister and Accountability Statement

It is an honour to present the Ministry of Tourism, Sport and the Arts 2008/09–2010/11 Service Plan. Tourism, sport and the arts are essential sectors in our economy, touching the lives of all British Columbians.

The plan that follows outlines our strategies for enhancing the social and economic benefits of these sectors, and includes a more focused set of performance measures for demonstrating our success.

British Columbia boasts a quality of life second to none. The 2010 Olympic and Paralympic Winter Games will showcase British Columbia to the world, as three billion television viewers get a sampling of our province's natural beauty, culture and heritage. We are working hard to leverage all of the benefits of this unparalleled opportunity.

Tourism is the world's fastest growing industry, and a major contributor to the British Columbia economy. Our Tourism Action Plan, a response to the Premier's challenge to double tourism revenues by 2015, is now well underway. The plan consists of 34 specific actions aimed at solidifying our growing reputation as one of the world's premier destinations. These initiatives will increase the tourism products and outdoor recreation experiences available throughout the province, while ensuring their environmental sustainability.

A key focus of the plan is the development of a sustainable Aboriginal tourism sector, through the implementation of our groundbreaking Aboriginal Cultural Tourism Blueprint Strategy, the first of its kind in Canada. Another important focus is on creating a more favourable environment for resort development and expansion in British Columbia, while at the same time promoting an ongoing commitment to the protection of archeological sites. It is important to tie this conservation role to external planning and approval processes, to ensure awareness of these fragile resources.

British Columbia has a strong tradition of excellence in sport, and boasts the highest physical activity rate in Canada. The Ministry supports a wide range of sport and recreation initiatives aimed at both supporting our elite athletes and encouraging broad participation. Sport tourism is a growing segment of the tourism market, and a key component of our strategy to capture the benefits of sport tourism is Hosting BC. Hosting major sports events provides communities with lasting sport, economic and social benefits. In addition to the 2010 Olympic and Paralympic Winter Games, British Columbia will be hosting a number of major sporting events over the next three years. For example, the North American Indigenous Games is expected to bring more than 20,000 participants and spectators to the Cowichan Valley in August 2008.

The arts and culture play a key role in making British Columbia such an attractive place to live, work and visit. Having strong and vibrant creative industries is essential to attracting business, industry and tourism. Currently, cultural tourism is the fastest growing sector of the worldwide tourism market. We continue to build our creative industries and workforce and foster their growing contribution to the provincial economy, through a variety of initiatives and investments in individual artists, arts and cultural organizations, and community and regional arts councils.

Our film, television and digital media sector is respected throughout the world for the quality of its work. Our film production industry is also the third largest in North America. We will continue to market British Columbia as a prime film location and ensure that we have the skills base and support services to ensure that we can be strong competitors in this challenging and rapidly changing global industry.

The year 2008 marks the 150th anniversary of the founding of British Columbia as a Crown colony. Through BC150 Years, the Ministry is engaging individuals, organizations and communities in a province-wide celebration of this important milestone. Spirit Squares are being created in communities across the province, local museums are developing new exhibits featuring local history, and special commemorative books telling the story of British Columbia will be distributed to schools, libraries and communities. These and other exciting initiatives are aimed at creating legacies that celebrate not only our unique history, but also a positive and progressive future, sparking interest both here at home and internationally.

We could not accomplish our goals in any of these areas without the important contribution of volunteers. Volunteerism contributes greatly to our communities—B.C.'s volunteers are the backbone of our society and play a vital role in our successes and achievements as a province.

The Ministry of Tourism, Sport and the Arts' 2008/09–2010/11 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. All material fiscal assumptions and policy decisions as of February 19, 2008 have been considered in preparing the plan and I am accountable for achieving the specific objectives in the plan.



Honourable Stanley B. Hagen
Minister of Tourism, Sport and the Arts

February 19, 2008



Message from the Minister of State and Accountability Statement

It is an honour to lead ActNow BC, the world's most aggressive health promotion platform.

British Columbia is one of the healthiest regions in Canada but we are still faced with a growing epidemic of obesity in children. In fact, if we continue on this path, the next generation of children may not live as long as their parents. The purpose of ActNow BC is to remind us of the basics: enjoying a family walk or climbing the stairs at work, adding an extra fruit at breakfast or introducing a new vegetable at dinner, quitting tobacco and taking extra care to ensure healthy pregnancies. We want everyone to enjoy the best of good health.

ActNow BC acknowledges that improving the health of British Columbians requires leadership beyond one ministry or one government or agency. Indeed, our success hinges on the collaborative efforts of many partners to create an environment where the healthy choice, is the easy choice.

I am the Minister of State for ActNow BC, and under the *Balanced Budget and Ministerial Accountability Act*, I am accountable for achieving the following results for 2008/09:

- a) initiate and monitor the implementation of an ActNow BC Action Plan;
- b) with input from other ministries, monitor and support the evaluation of ministry-led initiatives aimed at ActNow BC targets;
- c) manage a public awareness campaign for ActNow BC and its message of choosing an active and healthy lifestyle;
- d) facilitate partnerships with the broader public sector, including schools, health authorities, colleges and universities and with persons in the private sector in order to achieve ActNow BC goals; and
- e) report on the results referred to in paragraphs (a) to (d) to the Government Caucus Committee on Social Development.

A handwritten signature in black ink, appearing to read 'Gordon Hogg', written over a large, light-colored oval shape.

Honourable Gordon Hogg
Minister of State for ActNow BC

February 19, 2008

Table of Contents

Message from the Minister and Accountability Statement	3
Message from the Minister of State and Accountability Statement	5
Purpose of the Ministry	9
Strategic Context	11
Goals, Objectives, Strategies and Performance Measures	14
Resource Summary Table	28
Ministry Contact Information	30
Additional Information	31

Purpose of the Ministry

Bringing together several program areas essential to the health of our economy and communities, the Ministry of Tourism, Sport and the Arts touches the lives of all British Columbians. In showcasing the natural beauty of B.C., celebrating our culture, promoting healthy living, honouring our heritage and building for the future, the Ministry plays an important role in improving the social and economic fabric of the province.

British Columbia offers an extraordinary range of activities and destinations for its residents and visitors to experience. The Ministry helps co-ordinate the tourism-related efforts of individuals, small and medium-sized businesses, large corporations, local and provincial public sector organizations, volunteer agencies, and all levels of government throughout the province. Motivated by the Premier's challenge to double tourism revenues by 2015, the Ministry supports such growing economic drivers as resort development while protecting and conserving B.C.'s heritage and archaeology. The Tourism Action Plan outlines the actions that government and its agencies will take to meet this challenge.

The sport and recreation sectors generate significant economic and social benefits for B.C. communities. The Ministry supports a wide range of sport and recreation initiatives, fostering the economic contribution of these sectors, and enabling British Columbians of all ages, abilities and aspirations to reap the health and social benefits of physical activity. The lead for all ministries promoting healthy living through ActNow BC, the Ministry is responsible for encouraging physical activity, healthy food choices, living tobacco-free, and making healthy choices in pregnancy. The Ministry also promotes domestic and international sports event hosting and sport tourism in the province, as well as building lasting capacity in the volunteer sector.

The arts, culture and creative industries are instrumental in making B.C. an attractive place to live, work and visit. The Ministry works to develop the province's creative economy and workforce. In partnership with the B.C. Arts Council, the Ministry supports individual artists and arts organizations. The B.C. Film Commission promotes B.C.'s locations, infrastructure, and skilled labour to domestic and international producers of film and television productions.

The year 2008 marks the 150th anniversary of the founding of British Columbia as a Crown colony. Through BC150 Years, the Ministry will be leading the way in engaging local communities, other ministries and Crown agencies, the federal government, non-profit organizations, First Nations and the private sector to celebrate this significant milestone — 150 years of achievements, cultural diversity and community strength.

The Ministry accomplishes this important work by collaborating with key partners and associations in the tourism, sport and recreation, and arts and culture sectors. A number of its programs are delivered through third parties, including private and not-for-profit organizations and communities, while others are delivered through regional service delivery centres. Government's strategic investments in the six Crown corporations governed by the Ministry are essential to achieving the Ministry's goals.

Strategic Context

The next three years present the Ministry of Tourism, Sport and the Arts with a number of wide-ranging challenges and unique opportunities.

The recent weakening of the U.S. dollar threatens to reduce visits by U.S. tourists, and a downturn in the U.S. economy could further impact B.C.'s tourism industry. Additionally, in 2008, all travellers entering the U.S. by land, sea or air need a passport or other approved secure travel document; rules for documentation needed to cross the Canada-U.S. border have contributed to a decline in Americans visiting British Columbia. On the other hand, domestic and other international tourism has increased. These markets, which account for the majority of B.C. tourism revenues, hold the greatest potential for expansion over the next few years.

An important opportunity to increase international tourism is through more liberal air access policies with other countries. These are governed by complex agreements between countries that can facilitate, or inhibit, the flow of tourists around the world. Canada's new 'Blue Sky' air transport policy now provides the framework to negotiate progressive air-bilateral agreements with key Asian and European markets. These agreements are important to the establishment of B.C. as Canada's Pacific Gateway. The province is working with the federal government and the aviation industry to secure increased landing rights for more of the world's airlines at British Columbia's international airports.

The 2010 Olympic and Paralympic Winter Games give British Columbians a rare chance to show the world this province's natural beauty, diverse culture, creative communities and new hosting facilities — for sports, conferences and other events. This intense interest and support will need to be sustained beyond 2010, so that the Games leave positive and enduring legacies for future generations of British Columbians.

The Ministry's resort development efforts have the potential to build on the province's strengths as a tourism destination and will depend on the achievement of a careful balance among the interests of First Nations, local government, the private sector and environmental groups. In addition, this work will be broadly influenced by climate change, exchange rates, construction costs, labour availability, and a favourable investment climate and taxation regime.

The increasing demand for quality outdoor recreation opportunities creates complex management requirements. Partnerships with community organizations and First Nations have become an essential element of managing the province's 1,240 recreation sites and 650 recreation trails. The spread of the mountain pine beetle through British Columbia has caused extensive damage

to the forests and community economies upon which outdoor recreation businesses are based, especially in the Central Interior. This devastation will have an effect well into the future, and communities have begun to consider how to best transform their tourism economies.

Historic built resources define the special character of our towns and cities. They promote a sense of place for citizens, and they offer a variety of destinations for visitors. Managing the historic built environment is a continuous process as new challenges emerge, including rising land values, population shifts and the manifestations of climate change. In addition, the continued economic boom and the resulting increased development present a challenge to the Ministry's mandate to protect and conserve the more than 30,000 archaeological sites in the province.

British Columbia benefits from a strong sport and recreation system. The province has an enduring tradition of sport excellence, and the highest physical activity rate in Canada. Keeping this lead will be important, as changing demographics, child obesity, and intense international sport competition all challenge efforts to sustain long-term success.

ActNow BC is working with partners who are developing and implementing programs to increase physical activity, to encourage healthy food choices in school, at work and in the community, to live tobacco-free, and to make healthy choices in pregnancy. These changes require co-operation from local government, business, school districts, non-government organizations, and each government ministry. While British Columbians are among the healthiest people in Canada, for many, their health and well-being can be improved. ActNow BC has been recognized both nationally and internationally by leading health experts, including the World Health Organization, for its innovative approach to health promotion.

There is a growing recognition of the contribution of creative industries to economies throughout the world. Creative industries are those that rely on creativity, skill and talent to generate and use intellectual property. They include advertising, architecture, arts and crafts, design, music, film, new media and publishing. This sector offers new opportunities for diversifying resource-dependent communities through full-time, well-paid employment. The raw material of creative industries is the talent provided by the artists. In order to remain competitive and grow the industry, B.C. must both attract and retain existing artists and nurture the development of new ones.

Cultural tourists travel the world to enjoy the products of creative industries, such as theatre, art galleries, museums and festivals. Driven by an aging yet affluent population, cultural tourism is the fastest growing sector of the world-wide tourism market. The Ministry conservatively estimates that \$566 million of B.C.'s provincial overnight tourism revenue is attributable to spending by those primarily motivated to visit cultural attractions. This represents approximately 3.5 per cent of total tourism Gross Domestic Product.

In 2008, B.C. communities will be united in celebrating the 150th anniversary of the founding of British Columbia as a Crown colony. This milestone is an exciting opportunity to raise awareness about B.C.'s shared heritage, cultivate a sense of pride, and highlight British Columbians' unique history and achievements.

Goals, Objectives, Strategies and Performance Measures

The Ministry's goals, objectives, strategies and performance measures focus on the aspects of performance that are critical to the Ministry's success in serving the public. The measures, reduced from last year by five, now reflect key strategic outcomes that the Ministry is working to influence.

Many of these outcomes are also affected by other factors, such as currency exchange rates, the economy, demographic trends, changes to federal policies and programs, climate change, and the work of other ministries. In carrying out its business, the Ministry assesses the effectiveness of its programs by looking at measures of impact, or "outcome measures", as well as such shorter-term measures as participation rates, dollars spent, and partnerships that are leveraged.

Goal 1: A tourism sector that delivers lasting provincial economic and social benefits

Objective 1.1: Tourism revenues double by 2015

Doubling tourism revenues to \$18 billion by 2015 is a challenging objective for government and industry to achieve. The annual cumulative growth rate for tourism in B.C. averaged 2.5 per cent between 1995 and 2005.¹ It will take an average growth rate of 6.5 per cent to double tourism revenues by 2015. By using the 2010 Olympic and Paralympic Winter Games as a catalyst, we have the opportunity to boost the growth rate of the tourism sector significantly and solidify our reputation as a diverse, exciting, safe and healthy destination with an impressive range of experiences for travellers. There are several challenges:

- British Columbia does not have as many people available to work in tourism as it did in the past.
- B.C. faces stiff global competition for tourism dollars from both established destinations (e.g., European Union) and new tourism destinations (e.g., China).
- Border crossing rules, air access, and the strengthening Canadian dollar.

¹ Data prepared for Tourism Action Plan by Tourism British Columbia and Ministry of Tourism, Sport and the Arts, February 2007.

Strategies

- Lead the implementation of the Tourism Action Plan, a cross government plan to work together to enable the tourism industry to double tourism revenues by 2015.
- Establish partnerships with industry, First Nations, local and federal government marketing agencies and others to enhance tourism opportunities.
- Develop capacity to better research and assess the impacts of emerging and expanding tourism sectors.
- Encourage the growth of Aboriginal cultural tourism in B.C. and increased First Nations investment in tourism and outdoor recreation sectors.
- Promote or lead the development of new or emerging tourism and outdoor recreation opportunities and markets.

British Columbia has earned accolades from Condé Nast Traveler magazine, whose readers have voted Vancouver Island the Top North American Island to visit for the past several years in a row, and Vancouver second and Victoria third best cities in the Americas.

Objective 1.2: Tourism, sport, arts, culture and heritage sectors fully leverage the opportunities presented leading up to the 2010 Olympic and Paralympic Winter Games, and beyond

The 2010 Olympic and Paralympic Winter Games offer not only the chance to attract tourists for the two weeks of the Games, but also an unparalleled opportunity to use the world media to showcase all that British Columbia has to offer. In addition, the construction of new sports facilities and expansion of the Vancouver Convention and Exhibition Centre paves the way for future international competitions and conventions on a scale that British Columbia has not previously been able to accommodate.

Strategies

- Develop initiatives to enhance and broaden the economic impact of hosting the 2010 Olympic and Paralympic Winter Games in the tourism, arts, culture, and sport sectors.
- Lead the Federal-Provincial-Territorial working group in its preparations for presenting B.C. and Canada to the world through the Cultural Olympiad.
- Partner with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) to support B.C. artists and communities across the province to participate in cultural events related to the 2010 Olympic and Paralympic Winter Games.

- Work with Tourism BC, Tourism Vancouver, Tourism Whistler and the Canadian Tourism Commission to prepare for and attract out-of-province visitors to the 2010 Olympic and Paralympic Winter Games and ensure that British Columbia is seen by the world in 2010 as an attractive destination.
- Leverage events, such as the North American Indigenous Games and the World Police and Fire Games, to profile B.C. as a tourism destination and to showcase B.C.'s artistic talent.

North American Indigenous Games

The 2008 North American Indigenous Games in the Cowichan Valley will bring together more than 20,000 participants, cultural performers, spectators and more than 40 teams from across North America for a 10-day celebration of sport and culture.

Performance Measure 1: Percentage increase in Overnight Tourism Revenues

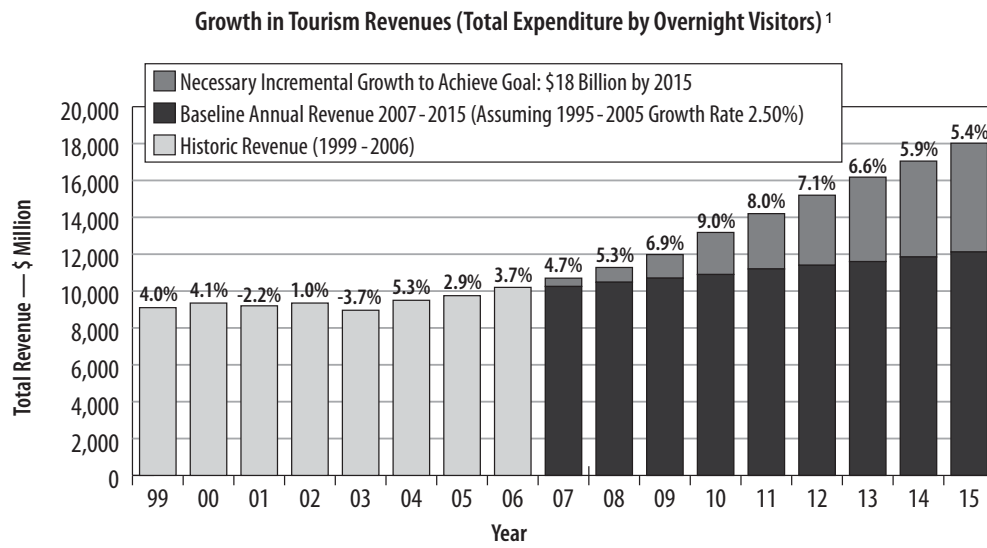
Performance Measure	2007/08 Forecast	2008/09 Target	2009/10 Target	2010/11 Target
Percentage increase in Overnight Tourism Revenues. ¹	4.7%	5.3%	6.9%	9.0%

Data Source: Overnight Tourism Revenues are calculated by Tourism BC.

¹ This measure is calculated on a calendar year basis; hence, the 2008/09 target is based on the period from January 1, 2008 to December 31, 2008. Overnight Tourism Revenues also include expenditures by B.C. residents who travel more than 80 kilometres from their residence and stay at least one night away from home.

Discussion

Annual Overnight Tourism Revenues refers to the gross revenue resulting from all spending by overnight visitors to B.C. during one year. It is one of the most reliable indicators of overall tourism activity in British Columbia, supporting the Ministry's goal of ensuring lasting provincial economic and social benefits from tourism. The targets presented are year-over-year increases, and are the percentage increases needed to achieve the target of doubling tourism revenues by 2015. The following table shows the incremental increases in revenue growth needed to achieve this goal.



¹ Data prepared for Tourism Action Plan by Tourism British Columbia and the Ministry of Tourism, Sport and the Arts, February 2007.

Objective 1.3: British Columbia’s resort tourism base is expanded

The Ministry works to develop environmentally sustainable tourism and recreation opportunities on Crown land, recognizing that they will provide employment and economic opportunities and contribute to the health and well-being of British Columbians. The Ministry’s main challenge in expanding the tourism base on Crown land is to balance the goals and interests of First Nations, local governments, tourism operators and other stakeholders.

Strategies

- Facilitate access to Crown land for all-seasons resort development and outdoor recreation programs through Crown land tenures and management agreements.
- Review the issue of recreational vehicle parks closures in B.C. and work with key partners and stakeholders to develop solutions to increase the number of available sites.
- Continue delivery of the B.C. Resort Strategy and Action Plan.
- Sustain local partnerships to maintain outdoor recreation infrastructure, such as recreation campsites and trail networks, for British Columbians and visitors. In addition, upgrade targeted campgrounds and trails to attract new local partnerships.
- Actively facilitate and promote adoption of green tourism practices and standards for resort and tourism operations with the aim of having B.C. recognized as North America’s “greenest tourism destination.”

Performance Measure 2: Resort Development Approvals

Performance Measure	2007/08 Forecast	2008/09 Target	2009/10 Target	2010/11 Target
Resort development approvals (Master Development Agreements ¹ , Operating Agreements ² , and Other Resort Development Approvals ³).	5	6	6	6

Data Source: Ministry of Tourism, Sport and the Arts.

¹ A Master Development Agreement is a long-term major resort development agreement that provides for the phased sale of Crown land, upon completion of corresponding recreation improvements by the resort operator, to ensure the resort maximizes its potential in accordance with the approved Resort Master Plan.

² An Operating Agreement is a long-term agreement between the Crown and a resort operator which provides the operator with the right to operate a ski resort on Crown land but does not contemplate any significant sale or development of base lands.

³ Other Resort Development Approvals include fee simple land sales for golf resort developments and tenures for major marina operations.

Discussion

The resort development approval targets, in keeping with the Tourism Action Plan, represent an exciting program to bring economic diversification to primarily rural and remote areas of British Columbia, and to engage First Nations in the tourism economy.

Success will depend upon the Ministry's ability to deliver the Province's New Relationship with First Nations, continue its leadership in consultation and accommodation practices, and develop strong connections with local governments, as it champions expressions of interest for new resorts on Crown land and expansion applications for existing resorts.

Goal 2: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture

Objective 2.1: British Columbia's sport and recreation sectors are diverse, dynamic, and sustainable

A strong sport and recreation system provides British Columbians with a wide range of opportunities for participation and achievement. By supporting the capacity of organizations and individuals to deliver programs and services, we can help ensure that every British Columbian, regardless of age, ability, preferences, ethnicity, or geographic location, can reap the health and social benefits of being physically active. Further, we can help those who dream of international sport excellence to realize their potential.

“Every move is a good move, and soccer is a wonderful, simple way to have fun. Sport can really make a difference in achieving our goal of making British Columbia the healthiest region ever to host an Olympic and Paralympic Winter Games.”

—The Honourable Gordon Hogg, Minister of State for ActNow BC, at Soccer Month's Kickin' Day of Play

Sport event hosting is one form of investment that supports healthy communities. Hosting major sports events generates both economic activity within communities and provincial tax revenues from visitors. For every dollar the government provides to a host organizing committee, a minimum of two dollars in tax revenues is returned to the province and is available for re-investment in sport, education, health, social and economic programs. These events also contribute to our goal of supporting active and creative communities through event legacies such as trained volunteers, opportunities for athletes to compete at home, re-energized interest in sport and new infrastructure such as equipment, refurbished or new facilities — all of which contribute to local and provincial sport development.

Sustainability of our sport and recreation system will continue to be a challenge. With the lead-up to the 2010 Olympic and Paralympic Winter Games and new attention on the impact of physical inactivity on our society, governments and the private sector have invested heavily in the sport and recreation system. Ensuring that these investments continue is a priority for all those involved in program and service delivery.

Strategies

- Support local organizers in pursuing and staging international sporting events.
- Develop and implement co-ordinated provincial sport and recreation strategies to support accessibility to sport and recreation programs.
- Support B.C. athletes in their pursuit of excellence through programs such as Team BC, Aboriginal Team BC and BC Athlete Assistance.
- Support innovative partnerships that bring new resources to sport and recreation initiatives such as the Sport Participation program, SportsFunder and Aboriginal Youth FIRST.
- Support the 2008 North American Indigenous Games and Aboriginal Team BC to ensure that these Games leave community, sport and cultural legacies and that Aboriginal athletes from across the province perform at their best.

Performance Measure 3: Economic impact of national and international sport event hosting

Performance Measure	2007/08 Forecast	2008/09 Target	2009/10 Target	2010/11 Target
Economic impact of national and international sport event hosting.	2:1	2:1	2:1	2:1

Data Source: Actual ratio of Provincial revenue to Provincial investment in major sporting events.

Discussion

This measure is an indicator of the degree to which government investments in major sporting events are leveraged by contributions from the private sector, other funders, and event revenues. It is calculated by comparing the level of government investment to how much provincial tax revenues are collected through event and participant/visitor spending. While this measure is not a direct indicator of a strong sport system, leveraged investments in large event hosting help to build a strong sport system through legacies such as trained volunteers, new or upgraded equipment and facilities, enhanced sport programs, and opportunities for athletes to compete.

Objective 2.2: British Columbia's arts, culture and creative sectors are diverse, dynamic, and growing

The important role played by the creative workforce and creative industries in the B.C. economy, in terms of employment and revenue generation, can be sustained and enhanced by creating an environment in which these industries will thrive. Competition for talent and access to venture capital is intense, with many jurisdictions in North America, especially Quebec, offering significant financial incentives to attract companies and artists. The quality of B.C.'s creativity will have an impact on access to markets and the ability to attract a growing share of cultural tourism. Arts and culture also contribute to the liveability of B.C.'s communities, as well as to outcomes in health and education.

The Value of Arts and Culture

"A healthy society is unimaginable in the absence of artistic and cultural vibrancy. Arts and culture are absolutely fundamental: to inspire us, to challenge us, and to reaffirm our faith in the human spirit."

— Professor Stephen J. Toope, President,
University of British Columbia

Strategies

- Foster the development of a high-quality, well-respected artistic workforce and a healthy not-for-profit sector through the B.C. Arts Council's diverse range of programs and activities, which provide:
 - arts awards for individual projects;
 - community arts development awards; and
 - professional development awards for artists.
- Establish partnerships and programs in consultation with key stakeholders to enhance the contribution of creative industries to the B.C. economy.
- Promote the development of cultural tourism opportunities including an Aboriginal Art Gallery, a World Women's History Museum and an Asia-Pacific Museum of Trade and Culture.
- Work with BC Stats to establish a new performance measure to gauge Gross Domestic Product, employment and revenue generated by B.C.'s creative industries.

Performance Measure 4: Percentage of B.C.’s 25 major cultural organizations that maintain or improve their net financial position

Performance Measure	2007/08 Forecast	2008/09 Target	2009/10 Target	2010/11 Target
Percentage of B.C.’s 25 major cultural organizations that maintain or improve their net financial position vs. previous year.	70%	65%	65%	65%

Data Source: B.C. Arts Council Annual Report.

Discussion

This measure is intended as an indicator of the health of the sector as a whole. The measure reflects the financial stability of arts and cultural organizations in the province. Each year, 25 major cultural organizations are reviewed. The net financial position of each organization is compared to the previous year’s net financial position, and the percentage that has maintained or improved is calculated. For example, if only five of the 25 cultural organizations maintained or improved their financial position, the performance measure would be 20 per cent.

The Arts are Vital to Tourism

“The arts attract tourists. They provide a sense of vibrant and flourishing culture and this is a huge draw.”

— Atom Egoyan, Filmmaker

Objective 2.3: British Columbia has a dynamic and sustainable film and television production sector

The Ministry, through its support of the B.C. Film Commission and British Columbia Film, directly contributes to significant growth in employment opportunities in British Columbia. Supporting the development of B.C.’s production expertise and the growth of B.C.’s domestic motion picture industry will increase the volume of B.C. owned and controlled entertainment product over the long-term, and help to build a more stable and diversified production industry in British Columbia.

Strategies

- Market B.C.’s locations, skilled labour and industry capabilities to domestic and international producers and deliver high-quality, customer-centered production services and support to expand the level of film and television production activity in the province.

- Provide a range of innovative programs through British Columbia Film to support the development of B.C.'s production expertise and the growth of B.C.'s domestic motion picture industry.

Objective 2.4: Provincial pride and identity are enhanced as a result of British Columbia's "BC150 Years" celebrations

BC150 Years celebrates the adventures, people, events and achievements that have shaped our provincial identity. BC150 Years will build collective pride in the contributions that British Columbians have made in shaping the province and instill a sense of identity and optimism for a positive and progressive future. With the aim of creating legacies that inspire all generations and cultures to focus on the future of the province, this partnership-based program will work to engage individuals and communities across the province.

*BC150 Years Presents the Cowichan Spirit Pole
British Columbians Carve a Moment in History*

BC150 Years is helping celebrate the North American Indigenous Games by sponsoring a very special, province-wide event. The Cowichan 2008 Spirit Pole: British Columbians Carve a Moment in History tour will take place over 13 weeks. The tour will feature a 20-foot red cedar log that will be transformed into a ceremonial Spirit Pole. Under the guidance of a master carver, people in over 45 communities will be invited to carve a section of the pole. Participants will also learn about traditional carving methods and First Nations history.

Strategies

- Facilitate the delivery of initiatives across the province that focus on heritage, multiculturalism, First Nations, and arts and culture. The projects include:
 - Local Heritage/Museums Program;
 - Free Spirit: Stories of You, Me and BC exhibition at the Royal BC Museum;
 - Celebrating Cultural Diversity Program;
 - Schools Program;
 - Cowichan 2008 Spirit Pole Tour; and
 - BC150 Years Commemorative Books.
- Facilitate the creation of Spirit Squares in communities throughout British Columbia to leave a lasting legacy of the 150th anniversary celebrations.

- Through the Community Funding Program, provide communities with the opportunity and resources to plan and profile their own activities and events that celebrate 150 years of history. British Columbia history was written locally and will be celebrated locally.
- Through partnerships, encourage participation across generations and cultures in British Columbia's 150th anniversary celebrations, with the goal of staging BC150 Years events in 75 per cent of municipalities across the province.

Objective 2.5: British Columbians are supported in contributing to the well-being of their communities through volunteerism

As we honour the 150th anniversary of the founding of the Crown Colony of British Columbia, it is important to recognize and also celebrate the contribution that volunteers make to building our communities and our province. An estimated \$5.2 billion in unpaid labour is invested annually in our social services, health, education, sport and recreation and culture and art sectors through the work of hundreds of thousands of British Columbian volunteers. In addition to ongoing events such as the Vancouver International Jazz Festival, cultural and arts festivals, British Columbia is host to the 2008 North American Indigenous Games, 2009 World Police and Fire Games and the 2010 Olympic and Paralympic Winter Games. The success of these major events is in no small part dependant on a strong, vibrant and experienced volunteer sector.

Strategies

- Promote the value of volunteerism through initiatives such as the BC150 Volunteer Initiative.
- Use large-scale events such as the 2008 North American Indigenous Games, 2008 World Triathlon Championships and the B.C. Games to provide volunteer legacies for Host communities.

Goal 3: A healthier population where individuals make choices that enhance their health

Objective 3.1: A greater proportion of British Columbians are making healthy choices

Increased physical activity, improved nutrition, healthy body weight, living tobacco-free, and healthy choices in pregnancy, will improve quality of life and reduce chronic disease. By working with all ministries, the community, and health partners, the B.C. government is taking advantage

of the 2010 Olympic and Paralympic Winter Games to make B.C. the healthiest jurisdiction ever to host the Olympics. With this Ministry’s unique expertise and experience in the area of physical activity, ActNow BC is advocating changes to help British Columbians feel and be healthier.

Strategies

- Lead the programs of ActNow BC that contribute to increased physical activity and healthy lifestyle choices, particularly for at-risk populations.
- Collaborate with all government ministries, the private sector, and community and health partners, to reach the core targets of ActNow BC.
- Foster exposure to recreation, physical activity and sport for youth.
- Continue to assist in the development of a specific Aboriginal ActNow BC program, support Aboriginal participation in physical activity, and access to healthy food.
- Through social marketing programs, build greater awareness of, and participation in, ActNow BC healthy living initiatives.

World Health Organization Praises ActNow BC

The World Health Organization has hailed ActNow BC as “a bold approach that can be seen as a vanguard in development and delivery of successful government programming.”

– Alexandre Kalache World Health Organization

Performance Measure 5: Percentage of British Columbians who are physically active or moderately active

Performance Measure	Baseline 2003 ¹	2005 Actual	2007/08 Forecast	2008/09 Target	2009/10 Target	2010/11 Target
Percentage of British Columbians who are physically active or moderately active.	58%	58%	58%	67%	69%	70%

Data Source: Based on the biennial Canadian Community Health Survey, conducted in 2003 and 2005, and conducted annually since 2006.

¹ The survey results are reported approximately one year after the survey, resulting in a lag in reporting the results.

Discussion

Being physically active is a critical contributor to health and well-being. The federal, provincial and territorial sport ministers have set a target to increase Canada’s physical activity levels by 10 per cent by 2010; British Columbia is building on this national target by setting a target to increase the proportion of physically active British Columbians by 20 per cent by 2010. The measure is derived from the Canadian Community Health Survey of citizens in all provinces.

Goal 4: Effective joint stewardship of British Columbia's outdoor recreation resources, heritage and archaeology

Objective 4.1: British Columbia's tourism-related outdoor recreation resources are effectively maintained

Partnerships are essential in the Ministry's work to protect present and future recreation values on Crown lands outside of parks and settled areas, and to enhance public enjoyment through the management of road and trail access, and recreation facilities. The province's 1,240 recreation sites and 650 trails provide significant opportunities for outdoor recreation.

Strategies

- Apply sustainable environmental practices and procedures when approving recreation and resort development projects.
- Develop provincial policies and procedures that will ensure that tourism and recreation interests are reflected in land and resource planning.
- Protect present and future recreation values and opportunities on Crown lands outside of parks and settled areas, through partnerships with recreation groups, community organizations, First Nations, forest companies, regional districts, users and others.

Objective 4.2: British Columbia's historic places and archaeological sites are effectively conserved

British Columbia's historic places bring together our diverse regions and cultures, while helping us connect to what it means to be British Columbian. In addition to maintaining our unique identity, conserving our historic places brings many benefits to our communities. Capital investment in the rehabilitation of historic buildings is calculated in the tens of millions of dollars, creating more jobs per dollar of investment than new construction. Rehabilitation offers sound practices in sustainable development by recycling historic buildings for new uses, reducing waste that goes to landfills, conserving the embodied energy spent to create the building, and decreasing urban sprawl. Historic places improve quality of life by fostering culturally rich, creative and inspiring communities. These revitalized places have

B.C.'s Archaeological Mosaic

British Columbia is a very interesting place, archaeologically speaking: within it is more diversity in how people lived, and the languages they spoke, than in the rest of Canada combined.

character and ambience that citizens and tourists love to experience. The Ministry is proud to foster appreciation and stewardship of historic places — places that represent where we came from, where we are today, and where we are going.

Through its work with First Nations, local governments, land use agencies and resource industries, the Ministry promotes an ongoing commitment to the protection of archaeological sites. This is of growing consequence, with increased development and resource use. It is important to tie this conservation role to external planning and approval processes to ensure awareness of this fragile resource.

Strategies

- Partner with other levels of government to foster the sustainability and rehabilitation of the historic built environment.
- Work with the Government of Canada through the Historic Places Initiative to provide resources and funding that promote exemplary recognition and conservation of historic places.
- Develop and manage the British Columbia Register of Historic Places.
- Provide funding and advice to foster effective stewardship of publicly owned historic places.
- Build capacity for community heritage conservation through increasing youth engagement, public awareness, training, heritage planning programs, and professional expertise.
- Promote stewardship, appreciation and understanding of B.C.'s archaeological resources to foster a shared commitment to the protection of B.C.'s heritage.

Long Ago and Close to Home

British Columbia has some of the most interesting archaeology in the world, containing portions of the original migration routes to the New World. The archaeological record also shows us how people adapted to the changing environments of the past.

Resource Summary Table

Core Business Area	2007/08 Restated Estimates ¹	2008/09 Estimates	2009/10 Plan	2010/11 Plan
Operating Expenses (\$000)				
Sport, Recreation, Volunteers and ActNow BC.....	21,951	19,652	19,553	19,453
Tourism	16,275	20,644	20,884	20,897
Arts and Culture	19,394	27,875	28,875	26,875
BC150 Years	2,907	2,682	0	0
BC Film Commission	1,561	1,561	1,561	1,561
Transfers to Crown Corporations and Agencies	61,820	298,290	22,836	22,836
Executive and Support Services	4,886	4,066	4,399	4,400
Total	128,794	374,770	98,108	96,022
Full-time Equivalents (Direct FTEs)				
Sport, Recreation, Volunteers and ActNow BC.....	14	24	24	24
Tourism	97	97	97	97
Arts and Culture	18	18	18	18
BC150 Years	4	4	—	—
BC Film Commission	11	11	11	11
Transfers to Crown Corporations and Agencies	—	—	—	—
Executive and Support Services	17	17	17	17
Total	161	171	167	167
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)				
Tourism	1,731	1,769	1,769	1,769
Arts and Culture	—	90	90	90
BC Film Commission	—	75	75	75
Executive and Support Services	50	50	50	50
Total	1,781	1,984	1,984	1,984

Core Business Area	2007/08 Restated Estimates ¹	2008/09 Estimates	2009/10 Plan	2010/11 Plan
Other Financing Transactions (\$000)				
Tourism				
Receipts	0	0	0	0
Disbursements (Inventory; Project Property Development)	1	300	300	300
Net Cash Source (Requirements)	(1)	(300)	(300)	(300)
Total Receipts	0	—	—	—
Total Disbursements	1	300	300	300
Total Net Cash Source (Requirements)	(1)	(300)	(300)	(300)

¹ Amounts have been restated, for comparative purposes only, to be consistent with Schedule A of the 2008/09 *Estimates*.

Ministry Contact Information

The Ministry's mailing address is:

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To learn more about the Ministry of Tourism, Sport and the Arts, go to www.gov.bc.ca/tsa/, or see:

ActNow BC: www.actnowbc.ca, or email: actnow@gov.bc.ca.

Archaeology: www.tsa.gov.bc.ca/archaeology/, or for additional office location and contact information: www.tsa.gov.bc.ca/archaeology/contacts.htm.

BC150 Years: www.bc150.ca, or email: BC150Years@gov.bc.ca.

B.C. Arts Council: www.bcartsCouncil.ca/, or email: BCArtsCouncil@gov.bc.ca.

B.C. Film Commission: www.bcfilmcommission.com/, or email: info@bcfilmcommission.com.

Cultural Services: www.tsa.gov.bc.ca/arts_culture/, or email: csbinfo@gov.bc.ca.

Heritage: www.tsa.gov.bc.ca/heritage_branch/, or email: heritage@gov.bc.ca.

Recreation Sites and Trails: www.tsa.gov.bc.ca/publicrec/, or email: RecInfo@gov.bc.ca.

Resort Development: www.tsa.gov.bc.ca/resorts_rec/, or for office location and contact information: www.tsa.gov.bc.ca/resorts_rec/resorts/office_contacts.htm.

Sport, Recreation and Volunteers: www.tsa.gov.bc.ca/sport/ or see: www.tsa.gov.bc.ca/sport/contacts.htm for more detailed contact information.

Tourism Division: www.tsa.gov.bc.ca/tourism/, or for tourism contacts: www.tsa.gov.bc.ca/tourism/contacts.htm.

Additional Information

Many of the Ministry's goals and objectives are supported by programs and activities of its seven Crowns, agencies, boards and commissions. For a complete listing of the agencies, boards and commissions the Ministry is responsible for, please visit our website at: www.gov.bc.ca/tca.

