

The History of Regional Delivery: PacificSport Centres and the Canadian Sport Centre Pacific

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The genesis of Regional Delivery occurred in 1992, when the BC government, through the provincial sport branch, undertook an extensive community-based consultation process involving more than twenty communities to examine regional sport delivery. The late Bob Bearpark, Director for the Sport Branch for the Province was the main visionary for a regional system that would provide coaching throughout communities in British Columbia. A wide range of sport stakeholders including provincial sport organizations, community sport groups, school districts, universities and colleges expressed considerable interest and support for a system that would strengthen links between provincial and community sport & recreation agencies.

The foundation for PacificSport was established in 1993 to bring sport services and programs closer to home throughout British Columbia. The interest was to use a flexible framework that integrated sport delivery where athletes, coaches, officials, and volunteers have the opportunity to pursue locally-based programs and services from qualified coaches employed in the regions and to insure wide-ranging opportunities for all levels of participants from “sandlot to podium”.

By establishing Centres in strategic locations across the province, the Sport and Community Capital Branch allowed integrated sport delivery where athletes, coaches, officials, and volunteers have the opportunity to pursue locally-based programs and services from qualified coaches. British Columbia’s Regional Delivery Program was first announced in July of 1994 and was Canada’s first successful regional delivery model. The program facilitated partnerships between Provincial Sport Organizations [PSOs], Local Sport Organizations [LSOs] and regional sport partners to create Centres that offered a greater number and variety of sport opportunities for British Columbians living in all regions of the Province.

In November of 1994, the first regional sport centre was announced in the Interior of BC, located in Kamloops. Listed below are the regional centres with the dates of incorporation across British Columbia:

- 1994 Interior BC located in Kamloops
- 1995 Commonwealth Centre for Sport Development also operated as a National Sport Centre
- 1995 Northern BC located in Prince George
- 1995 Vancouver Island located in Nanaimo
- 1996 Fraser Valley located in Abbotsford

- 1998 Greater Vancouver which also operated as a National Sport Centre
- 2001 Okanagan-located in Kelowna
- 2001 Telus Whistler Sport Centre

In January of 1998, the *On Track-Linking the System* Sport Centres document was introduced to the sport system which described a plan to fully integrate the existing Regional Sport Centres and the National Sport Centres in Greater Victoria and Greater Vancouver. This document looked at the challenge of linking the system together to take advantage of economies of scale and facilitate the sharing of programs, services, expertise, and ideas, while at the same time maintaining the uniqueness of each centre and guaranteeing local ownership. The purpose was to promote the effective and efficient development of athletes in all regions of British Columbia.

In March of 1999 under the inaugural Chair, Marion Lay, PacificSport was launched with a common name, visual identity, and branding with shared communications, revenue from joint sponsorships, and governance structure. Each Regional and National Sport Centre continues to be responsible for the policies, procedures, and direction of their respective centres; however, a collective council exists to manage all collaborative programs, activities, events, and initiatives.

A strong network of key partners in the BC sport system supports PacificSport. These partners include the:

- Aboriginal Sport Development Centre
- BC Disability Sports
- BC Games Society
- Coaches Association of British Columbia
- National Coaching Institute-BC
- Promotion Plus
- Sport BC and the Provincial Sport Organizations
- SportMed BC
- Vancouver/Whistler 2010 Bid Corporation
- Community partners including municipalities, school districts, parks & recreation departments, colleges, universities, local sport organizations & clubs, and businesses.

In 2002, the National Sport Centres in Victoria and Vancouver became Canadian Sport Centres to align with six other Canadian Sport Centres across the country (Calgary, Saskatchewan, Manitoba, Ontario, Montréal and Atlantic). In 2004, the offices for the PacificSport Group, the PacificSport Canadian and Regional Sport Centres Vancouver, and the National Coaching Institute-BC (Vancouver) moved to the TELUS Centre for Sport in Vancouver and PacificSport began planning a new provincial governance structure, strategic plan, and accountability framework for one provincial organization to be called PacificSport BC. The new

provincial PacificSport Board of Directors was elected under the leadership of Chair George Morfitt and in 2005 PacificSport was re-launched as one provincial entity with the Vision to be “*A World Leader in Sport Performance*”.

In a move to formally recognize its membership in the Canadian Sport Centre network, the “PacificSport BC Society” changed its name to the Canadian Sport Centre Pacific (CSC Pacific) in 2008. CSC Pacific currently has three campuses. Vancouver (Richmond) serves as the main centre for business operations. A performance lab associated with the campus is located in the Richmond Oval (as of January 2009). PacificSport Vancouver/Sea to Sky is now referred to as the CSC Pacific Whistler Campus. The third CSC Pacific campus is in Victoria, located at the Pacific Institute of Sport Excellence. The six PacificSport Centres – PacificSport Fraser Valley, PacificSport Interior BC, PacificSport Northern BC, PacificSport Okanagan, PacificSport Vancouver Island and PacificSport Victoria – maintain their respective names.

In late 2008 CSC Pacific and the PacificSport Centres formalized the BC network of centres by signing the Network of Centres Partnership Agreement. The agreement outlines the common values, organizational culture, accountability, branding protocols and strategic priorities of the network.

Websites

www.cscpacific.ca

www.pacificsport.com