



Sport for Life

Impacts of COVID-19 on Local Sports Organizations – B.C Report

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1.0 Survey Demographics – B.C.

1.1 Jurisdiction

B.C. sports organizations represent 216 of 1,300 survey responses, or 17% of the nationwide data. More than 60 communities throughout the province responded to the survey, representing more than 244,784 members, including:

- Abbotsford
- Aldergrove
- Barriere
- Burnaby
- Campbell River
- Clearwater
- Cloverdale
- Coquitlam
- Courtenay
- Cowichan Valley
- Dawson Creek
- Delta
- Duncan
- Enderby
- Esquimalt
- Golden
- Hemlock Valley
- Kamloops
- Kelowna
- Lake Cowichan
- Langford
- Langley
- Maple Bay
- Maple Ridge
- Mill Bay
- Mission
- Nanaimo
- New Westminster
- North Cowichan
- North Shore
- North Vancouver
- Oliver
- Parksville
- Penticton
- Pitt Meadows
- Port Coquitlam
- Port Moody
- Prince George
- Prince Rupert
- Princeton
- Quesnel
- Richmond
- Ridge Meadows
- Saanich
- Salmon Arm
- Salt Spring Island
- Savona
- Sea to Sky
- Smithers
- Sooke
- South Delta
- Surrey
- Trail
- Vancouver
- Vernon
- Victoria
- West Kelowna
- West Vancouver
- Whistler
- White Rock



1.2 Organization Profile

Survey respondents indicated all (multiple) applicable ways to classify their organization. As Figure 1 demonstrates, more than a third of the B.C. organizations are non-profit; the majority of B.C. respondents indicated their organization is a sport club or association.

The Organizational profile of B.C.'s survey respondents is fairly reflective of the national results.

1.3 Sport Distribution of Survey Responses

As Figure 2 demonstrates, 43% of survey responses in B.C. were generated from Softball, Karate, Ice Hockey, Soccer and Baseball organizations. These top 5 sports are reflected in the top 10 sports in the national survey results.

Sport	%	Sport	%	Sport	%	Sport	%
Softball	11%	Gymnastics	4%	Ringette	1%	Boxing	0.5%
Karate	10%	Lacrosse	4%	Alpine Skiing	1%	Climbing	0.5%
Ice Hockey	8%	Swimming	4%	Badminton	1%	Cycling	0.5%
Soccer	8%	Rowing	4%	Rugby	1%	Football	0.5%
Baseball	6%	Field Hockey	3%	Sailing	1%	Snowboard	0.5%
Multisport	5%	Volleyball	2%	Speedskating	1%	Surf	0.5%
Athletics	5%	Curling	2%	Triathlon	1%	Swimming - Artistic	0.5%
Basketball	5%	Figure Skating	2%	Wheelchair Basketball	1%	Table Tennis	0.5%
Other	5%	Equestrian	1%	Archery	0.5%		

FIGURE 2

1.4 People and Communities Served

Survey respondents indicated all applicable communities they serve as part of their mandate, and B.C. responses included children (0-12 years old), youth (13-19 years old), adults, older adults, Indigenous community, LGBTQ+ community, people with a physical disability, people with an intellectual disability, newcomers, women and girls, and/or other under-represented populations.

B.C. organizations were reflective of the national data; 79% reported they provide service to youth.

2.0 Operational and Financial Impacts of COVID-19 on Sports Organizations

2.1 Organizational Operations

98% of B.C. sports organizations have been impacted by COVID-19 and the status of their organizational operations matches national survey results. 69% of respondents said their organization has been temporarily closed. 23% reported their organization is operating but with modification.

In accordance with the national results, the majority of B.C. sports organizations said their organization will continue to be impacted by COVID-19 for the next 7 to 12 months. 56% will be impacted into 2021.

2.2 Financial Impacts of COVID-19

B.C. organizations reported experiencing decreased revenue from sales of goods, membership and participation fees, fundraising, and sponsorships. Decreased revenue from registration and participation fees has had the greatest impact on B.C.'s sports organizations, which aligns with the national results.

B.C. organizations' annual operating budgets were reflective of the national findings; the majority of B.C. respondents said their organization operates on less than \$100,000 a year.

In comparison to the national results, B.C. sports organizations seem to have been less successful in reducing their fixed and variable operating costs; 10% said they reduced their fixed costs (compared to 16% nationwide) and 18% confirmed they'd reduced their variable costs (compared to 24% nationwide). 87% have not been fully able to reduce their fixed costs and 80% have not fully reduced their variable costs.

2.3 Emergency Funds and Other Needs to Maintain Operations

34% of B.C. organizations said they would need less than \$20,000 in emergency funding to maintain operations and meet the demand for services. However, 13% would need more than \$100,000, which is reflective of the national results.

Beyond funding, 39% of B.C. respondents expressed wanting more clear communication and specific guidelines around Return to Play (RTP) from their sport-governing bodies. Many felt strongly that there should be *one* unified message around return to sport developed by B.C. sport leaders and health authorities. In comparison to national results, 12% of B.C. sports organizations indicated they want their sport governing body or the government to step in concerning insurance risks associated with RTP. Insurance risks only accounted for 5% of the nationwide responses. Fair and affordable access to facilities was another common response among B.C. survey respondents.

2.4 Organizational Sustainability in Current Conditions

As was the case with the national results, 37% of B.C. organizations felt they could remain afloat for more than 6 months. However, 39% don't believe they can sustain operations beyond 6 months.

2.5 Typical Employee Demographics

Most B.C. organizations reported having between 1 and 4 staff, either full time, part time, contract or others. On average, 13% indicated having 0 staff, and 64% indicated "Not applicable" for one or multiple employee ranges.

31% of B.C. respondents indicated they're predominantly or entirely volunteer-based and therefore do not qualify for the current federal and provincial emergency initiatives. 56% of B.C. respondents indicated they have not laid off any staff because they do not have any paid employees.

82% of B.C. organizations with staff have or will be laying off employees. Only 23% in B.C. know they'll be able to hire their staff back based on current federal or provincial COVID emergency funding.

All employee demographics are relatively reflective of the national survey results.

2.6 Use of Federal and Provincial Initiatives

More than a third of B.C. organizations are not eligible for one or multiple of the current federal or provincial emergency initiatives. On average, only 13% of B.C. sports organizations have made use of one of the emergency initiatives put in place by the government. 20% reported to have used the Canada Emergency Wage Subsidy, while 14% said they intend to use the Federal Emergency Sport Funding.

2.7 Summer Initiatives

94% of B.C. organizations that run summer camps may or will not run them this year due to COVID-19. 90% of respondents indicated their organization did not apply for Canada Summer Jobs.

2.8 Building Support Networks

83% of B.C. organizations have reached out to another organization – whether it be their sport governing body, other local organizations, other organizations operating in the same sport or other sports organizations, to work together and/or support one another in starting initiatives. This is 11% higher than the national findings.

Most B.C. respondents explained they're either working with their sport governing body or other organizations involved in the same sport to make long-term plans:

"I am working with coaches from a number of other clubs from across BC and Canada to offer online education, to discuss the impact of COVID-19, and to host virtual races."

“We are in contact with Softball BC, Baseball BC, ViaSport, Little League BC, Little League Canada, The City of Victoria and South Vancouver Island Fastball in an attempt to resume our ball season.”

“We have a regional hockey association, Pacific Coast Amateur Hockey Association, and we have been having weekly video calls for any of the 38 Canadian based MHAs who want to join. We consistently have had 20-22 on every call where we share ideas, provide support to those who may not have the internal expertise or time, and look for ways that we can operate as a collective to get our voices heard.”

2.9 Organizations’ Responses to COVID-19

As was identified in the national results, most B.C. organizations are taking steps to create long-term plans and adjust their program delivery models to meet the COVID-19 safety measures and guidelines. 47% of B.C. respondents are developing contingency plans or making operational updates in compliance with RTP guidelines and/or creating and working to implement an RTP strategy.

34% of B.C. sports organizations are waiting for additional information to make long-term plans.

2.10 Concerns of COVID 19’s Future Impact

Primary concerns among B.C. survey respondents echo the national results: 26% of B.C. respondents are concerned about membership retention and growth as restrictions begin to be lifted and people can return to modified sport programs and services.

“I am very leery about how parents are going to respond and if / when they will bring their kids back to sports.”

“We don’t know how families will feel about sending their children to gymnastics. Our club relies 100% on membership fees to see us through. Our local government has done nothing to help us. We hope to receive grant funding, but so does every non-profit right now. Will there be enough to go around?”

19% indicated they’re concerned about the long-term operational impacts of COVID-19 and their ability to recover:

“We may be non-operational within 6 months”

“If we do not return in September. We may have to close. The emergency benefits do not fully apply to our organizations. We are slipping through the cracks. We are a small business of one with coaches being hired as contractors for a 3-month period at the time.”

In comparison to the national results, B.C. respondents emphasized the need for guidance, timelines and support from their governing bodies going forward. Additionally, only 2% expressed this being an opportunity for sport to change and adapt, whereas in the national findings, 8% emphasized the resilience of sport.

2.11 Organizations’ Messages to Grant Administrators, Investors and Sponsors

Messaging to grant administrators, investors and sponsors from B.C. organizations mirrors what was reported at the national level. Key messages include:

“Sport will return and as we have shown, sport can adjust, redesign itself to provide the training and competition opportunities that have been built over the decades of sport in Canada.”

“We are dedicated to helping young athletes find themselves through basketball. We will be able to discover new ways to do this even if we continue to socially distance for some time. However, we need to figure out a new revenue model and this takes time and a changing of behaviour for our customers and staff. We want to make

sure we have the financial resources to weather this storm and make a successful transition so that the kids can continue to have access to the coaching and leadership that our staff provide”

“Our needs have changed from previous years. We have an opportunity to ensure the non-profit organizations (volunteer based) have access to grants to sustain this pandemic.”

31% of B.C. organizations emphasized the social and economic importance of amateur sport for communities, and 29% indicated how needed and appreciated funding is at this time.

Additional Information

Sport for Life would like to sincerely thank Sport Calgary for allowing us to use and disseminate this survey to local sports organizations nationwide.

For more information about B.C. results from the national *Impacts of COVID-19 on Local Sports Organizations survey*, please contact francesca@sportforlife.ca.