

Industry Profile: Sports & Recreation

A guide for newcomers to British Columbia



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1. Overview of the Sports & Recreation Industry

Introduction

Participation in sports (athletes, spectators, coaches, referees administrators)

In BC, there are over 612,000 participants in organized sports and more than 500 sport facilities throughout BC. While participation in organized sports has declined in other areas of Canada, **BC reported increase of 1% in rates of participation from 2005 to 2010.**

Table 3 – Adult Canadians regularly participating in sport by provinces, 1992, 1998, 2005, and 2010

	1992			1998			2005			2010			Percentage point change (2005 to 2010)
	Canadian population		Sport participants	Canadian population		Sport participants	Canadian population		Sport participants	Canadian population		Sport participants	
	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	
Canada	21,294	9,594	45.1%	24,260	8,309	34.2%	26,106	7,314	28.0%	28,076	7,230	25.8%	-2.3%
Newfoundland and Labrador	441	160	36.4%	447	119	26.6%	430	105	24.4%	433	80	18.6%	-5.8%
Prince Edward Island	98 ^F	40 ^F	40.3% ^F	107	27	25.2%	112	32	28.9%	118	23	19.6%	-9.3%
Nova Scotia	711	333	46.8%	761	248	32.6%	773	251	32.4%	791	170	21.4%	-11.0%
New Brunswick	569	251	44.1%	613	194	31.6%	618	156	25.3%	636	154	24.2%	-1.1%
Quebec	5,451	2,655	48.7%	6,006	2,288	38.1%	6,224	1,684	27.1%	6,565	1,247	19.0%	-8.1%
Ontario	7,911	3,234	40.9%	9,184	2,921	31.8%	10,126	2,890	28.5%	10,890	2,947	27.1%	-1.5%
Manitoba	840	349	41.5%	883	265	29.7%	927	269	29.0%	965	302	30.7%	1.7%
Saskatchewan	741	335	45.3%	787	267	33.9%	782	221	28.2%	833	237	28.4%	0.2%
Alberta	1,935	869	44.9%	2,261	833	36.8%	2,592	778	30.0%	2,972	999	33.6%	3.6%
British Columbia	2,597	1,368	52.7%	3,201	1,147	35.8%	3,511	925	26.3%	3,853	1,072	27.8%	1.5%

^F use with caution
 Notes: Population Thousands include Canadians 15 years of age and older.
 Participation rates were calculated using total Canadians 15 years and older within each category.
 Source: Statistics Canada, General Social Survey, 1992, 1998, 2005, 2010.

Source: Sport Participation 2010, Research Paper (2013)
http://publications.gc.ca/collections/collection_2013/pc-ch/CH24-1-2012-eng.pdf

More Canadians involved in amateur sport as coaches, referees, administrators, and spectators.

In addition to participation in amateur sport, Canadians are also involved in sport indirectly as *coaches, referees, umpires, administrators, and spectators*. This

indirect involvement has increased over the years in contrast to the declining trend in sport participation. Although sport participation declined by 20% over the 1992-2010 period across Canada, adult Canadians' indirect involvement in sport, as *spectators* at amateur events, almost doubled from 24% to 40% of the population. Moreover, the involvement of adult Canadians in sport as *administrators, referees, and coaches* remained fairly stable during that same period. In 2010, over two million Canadians, or 7% of the population, volunteered as administrators or helpers in amateur sport. This represents an increase compared to rates of involvement of the Canadian population in 1998 and 2005, where respectively 4% and 5% of adults were involved as administrators or helpers.

Source:

Sport Participation 2010, Research Paper (2013)

http://publications.gc.ca/collections/collection_2013/pc-ch/CH24-1-2012-eng.pdf

Sport Organizations in BC

Sport Organizations in BC

- Aboriginal Sport & Recreation Association of BC
- Badminton BC
- Basketball BC
- BC Alpine Ski Association
- BC Amateur Baseball Association
- BC Ball Hockey Association (Street Hockey)
- BC Colleges Athletics Association
- BC Disability Sports
- BC Disc Sports Society
- BC Diving
- BC Fencing Association
- BC Floorball
- BC Freestyle Ski Association
- BC Games Society
- BC Rhythmic Sportive Gymnastics Federation
- BC School Sports
- BC Snowboard Association
- BC Soaring Society
- BC Speed Skating Association
- BC Sports Hall of Fame and Museum
- BC Summer Swimming Association
- BC Table Tennis Association
- BC Waterpolo Association
- BC Weightlifting Association
- BC Wheelchair Sports
- BC Wrestling Association
- Biathlon British Columbia
- Bowls BC
- Bowling Proprietors' Association of BC
- Boxing BC
- British Columbia Amateur Athletics Association
- British Columbia Amateur Hockey Association
- British Columbia Amateur Softball Association
- British Columbia Archery Association
- British Columbia Blind Sports & Recreation Association
- British Columbia Deaf Sports Federation
- British Columbia Golf Association
- British Columbia Lacrosse Association
- British Columbia Ringette Association
- British Columbia Soccer Association
- Rugby Union
- British Columbia Sailing Association
- Canadian Sports Centre Pacific
- CanoeKayak BC
- Coaches Association of BC
- Cricket BC
- Cross Country British Columbia
- Curl BC
- Cycling BC
- DanceSport BC
- Disabled Skiers Association of BC
- Field Hockey BC
- Football BC
- Gymnastics BC
- Horse Council of BC
- Jiu Jitsu BC Society
- Judo BC
- Karate BC
- Lifesaving Society, BC & Yukon
- Orienteering Association of BC
- ProMOTION Plus
- Premier's Sport Awards Program
- Rowing BC
- Skate Canada – BC/YT Section
- Special Olympics BC
- SportAbility (CP Sports)
- Squash BC
- Swim BC
- Synchro Swim BC
- Tennis BC
- The Pacific Institute of Sport Excellence (PISE)
- Tourism Burnaby
- Tourism Vancouver
- Triathlon BC
- 2009 World Police & Fire Games
- Vancouver Board of Parks and Recreation
- Vancouver Women's Floor Hockey League
- Volleyball BC
- Water Ski and Wakeboard BC
- Whitewater Kayaking Association of BC
- WTF British Columbia Taekwondo Federation

Sources:

ViaSport BC, <http://www.viasport.ca/about-us>

SportBC.com <http://sportbc.com/membership-list-2/>

Sport Tourism in BC

<http://www.destinationbc.ca/getattachment/programs/guides-workshops-and-webinars/guides/tourism-business-essentials-guides/tbe-guide-sport-tourism-jun2013.pdf.aspx>

Mountain Bike Tourism in BC

<http://staging.destinationbc.ca/getattachment/Programs/Guides-and-Workshops/Guides/Tourism-Business-Essentials-Guides/MountainBikingTBEGuideMay2013.pdf.aspx>

Immigrants and Sports in Canada: participation & benefits

Sports help new Canadian citizens (those who have lived in Canada for at least three years and have attained Canadian citizenship) integrate into Canadian society.

'Playing Together New Citizens, Sports & Belonging' reports that:

- 69% of newcomers who play sports within the first 3 years believe it helps them learn about Canadian culture
- 95% of new citizens surveyed agree that sports are an important part of Canadian culture
- sports can teach elements of Canadian culture not learned in books or online: jargon and slang, humour, how to handle conflict, acceptable behaviours or gestures
 - new citizens quickly recognize how difficult social interactions can be without having some hockey sense. ***Many focus on learning something about hockey in order to fit in.*** They joked that you “score points” with Canadians if you learn enough to pretend like you know what you are talking about.
- more meaningful social interactions occur in the stands and on the field than at work

The participation gap between Canadian-born and immigrants in sports is narrowing.

Established immigrants participate in sport less than recent immigrants. **Canadian born immigrants coming to Canada after 1990 (29%) tend to participate**

regularly in sport and *at the same rate as Canadian born (27%)*. The participation rate of *newer* immigrants tends to increase rather than decrease over time. **Those immigrating to Canada between 2001 and 2005 (31%) are more likely to participate in sports than Canadian-born individuals.**

Conversely, established immigrants are less likely to engage in sport activities; only 16% of immigrants who moved to Canada before 1990 participate regularly in sport.

Sources:

Source: Playing Together New Citizens, Sports & Belonging (Institute for Canadian Citizenship) <https://www.icc-icc.ca/en/insights/sports.php>

Sport Participation 2010, Research Paper, Canadian Heritage (2013)

http://publications.gc.ca/collections/collection_2013/pc-ch/CH24-1-2012-eng.pdf

All levels of government (federal, provincial and municipal) along with sports and recreation organizations such as the BC Recreation & Parks Association (BCRPA) focus on teaching *skills for health living* and fostering *physical literacy* –(ability to master fundamental movement and **sport skills** that allows individuals to move confidently and with control in a wide range of physical activity situations).

- provincial government of BC provides sport-related grant programs that encourage sport participation and healthy living, develop high-performance athletes, and improve of sport and recreation programs, e.g. BC Sport Participation Program, Coaching & Officiating Development Fund. For further details on BC government programs , see:
<http://www2.gov.bc.ca/gov/content/sports-culture/sports>
<http://www2.gov.bc.ca/gov/content/sports-culture/sports/sport-funding>
- BCRPA provides programs such as MEND for children (Mind, Exercise, Nutrition, Do it!) focus on developing lifelong healthy living skills for children, while ‘Choose to Move’ and ‘ActiveAge’ target inactive older adults 65 years of age and older (increases physical activity levels and strives to decrease social isolation, motivate and support the adoption of active lifestyles).

Sources:

- ViaSport British Columbia <http://www.viasport.ca/grants>
- Elevating Recreation, Annual Report, 2015-16, BC RPA (BC Recreation & Parks Association) <http://www.bcrpa.bc.ca/documents/AR2015-16.pdf>

Sport Tourism in BC

Sport tourism in British Columbia is valued at \$300 million annually, and is the fastest growing segment of the tourism industry.

Sport tourism can be a key to a community's economic development both through the value of a sport as a tourism generator, and the potential to market other business and economic opportunities.

Sources:

Sport Tourism (Destination BC)

<http://staging.destinationbc.ca/Programs/Regions-Communities-and-Sectors/Community-Tourism-Programs/Community-Tourism-Programs-Sport-Tourism.aspx>

<http://www.destinationbc.ca/getattachment/programs/guides-workshops-and-webinars/guides/tourism-business-essentials-guides/tbe-guide-sport-tourism-jun2013.pdf.aspx>

2. Occupations in the Sports & Recreation Industry

During the years 2016-2025, immigrants to BC are projected to fill 35 per cent of all additions to the labour supply in the province.

Sports & Recreation: Occupations in Demand across all BC regions:

<i>Occupation</i>	<i>Job openings 2016 to 2025</i>
Athletes, NOC 5251	200
Coaches, NOC 5252	650
Sports Officials & Referees, NOC 5254	190
Program Leaders and instructors in recreation, sport and fitness**, NOC 5254 **ranked in the 100 Top Opportunity Occupations in BC	3910

There are two BC Regions that are forecast to expand the fastest in the performing arts, *spectator sports* and related industries: Vancouver Island/Coast Region and Southeast Region:

Vancouver Island / Coast Region 2016 - 2025

THE FIVE INDUSTRIES FORECAST TO EXPAND THE FASTEST IN THE REGION ARE:

INDUSTRY	ANNUAL AVERAGE EMPLOYMENT DEMAND GROWTH
Water transportation	3.7%
Mining	3.6%
Computer systems design and related services	3.1%
Truck transportation	2.3%
Performing arts, spectator sports and related industries	2.3%

Southeast BC: Thompson Okanagan & Kootenay 2016-2025

THE FIVE INDUSTRIES FORECAST TO EXPAND THE FASTEST IN THE REGION ARE:

INDUSTRY	ANNUAL AVERAGE EMPLOYMENT DEMAND GROWTH
Provincial and territorial public administration	4.0%
Forestry and logging	3.0%
Local municipal and regional public administration	3.0%
Performing arts, spectator sports and related industries	2.8%
Insurance carriers and related activities	2.8%

Source:

British Columbia 2025 Labour Market Outlook

<https://www.workbc.ca/getmedia/00de3b15-0551-4f70-9e6b-23ffb6c9cb86/LabourMarketOutlook.pdf.aspx>

Employment Outlook

For the period, 2014-2024, the largest employment growth in the sports and recreation industry will be for *Program leaders and instructors in recreation, sport and fitness* (NOC 5254). BC is forecast to have 1.1% expected annual demand growth rate with **3,480** Job openings.

Program Leaders & Instructors In Recreation, Sport & Fitness, NOC 5254 Employment Growth 2014 - 2024

% of job openings from replacement	49%
% of job openings from expansion	51%
Average annual growth rate of employment (2014-2024)	1.1%
Expected cumulative job openings (2014-2024)	3,480

Other careers in sports and recreation industry follow with lower growth for the period 2014-2024:

Coaches: 600 job openings, 1.1% expected annual demand growth rate

Athletes: 160 job openings, 2.0% expected annual demand growth rate

Sports officials & referees: 140 job openings, 1.6% Expected annual demand growth rate

Sources: WorkBC Career Profiles:

Athletes: <https://www.workbc.ca/Jobs-Careers/Explore-Careers/Browse-Career-Profile/5251>

Coaches: <https://www.workbc.ca/Jobs-Careers/Explore-Careers/Browse-Career-Profile/5252>

Officials & Referees: <https://www.workbc.ca/Jobs-Careers/Explore-Careers/Browse-Career-Profile/5253>

Program leaders & instructors in recreation, sport & fitness

<https://www.workbc.ca/Jobs-Careers/Explore-Careers/Browse-Career-Profile/5254>

3. Finding Jobs in the Sports & Recreation Industry

Online Job Postings

- **Indeed.ca**

- <http://ca.indeed.com/Sports-jobs-in-Vancouver,-BC>

- <http://ca.indeed.com/Athletics-Club-jobs-in-Vancouver,-BC>

- <http://ca.indeed.com/Athletic-Training-jobs-in-Vancouver,-BC>

- <http://ca.indeed.com/Sport-Development-jobs-in-Vancouver,-BC>

- <http://ca.indeed.com/Fitness-jobs-in-Vancouver,-BC>

- <http://ca.indeed.com/Recreation-jobs-in-British-Columbia>

- **BC Recreation & Parks Association**

- <http://www.bcrpa.bc.ca/jobs/listings>

- postings for fitness instructors, aquatic fitness, personal trainers, and recreation workers

- **CanFitPro Fitness Industry Jobs**
http://canfitpro.com/online_forms/industry_jobs.html [sort results by city to show BC locations]
- **SIRC – Sport Information Resource Centre – Careers**
<http://sirc.ca/careers>
postings from across Canada – can search by job title or browse all listings
- **SportBC**
<http://sportbc.com/about/career-opportunities/>
postings with SportBC, and SportBC member sports organizations
- **ViaSport British Columbia**
<http://www.viasport.ca/careers>

Creating a List of Potential Employers

You can use directories to produce lists of employers in the sports, recreation and fitness industries in British Columbia. Contact them directly to find out if they're hiring.

- **HealthLocal**
<http://www.health-local.com/businesses/listCategories/>
try selecting one or all of these categories: Fitness – Classes. Fitness – Equipment, or Fitness - Gyms & Clubs. Then select 'British Columbia' and your town/city
- **IdeaFit**
<https://www.ideafit.com/fitnessconnect>
select either 'Fitness Professionals' OR 'Health Clubs/Studios', then enter your town/city and type of fitness (e.g. yoga, pilates)
- **Registry of Fitness Professionals**
<https://www.thefitnessregistry.com/>
- **CivicInfoBC**
<http://www.civicinfo.bc.ca/municipalities>
provides contact information for municipalities throughout BC. Try linking to

your town/city then look for their Parks & Recreation Department - most hire fitness professionals to lead programs

4. Additional Resources

Still looking for more information? Try looking at the following resources:

- **ViaSport British Columbia**

<http://www.viasport.ca/>

nonprofit organization dedicated to increasing awareness, opportunity and participation in sport across BC; members include sports organizations

- **SIRC, Sport Information Resource Centre**

<http://sirc.ca/>

provides access to national, provincial, and territorial sport organizations, researchers, sponsors, and leaders

- **Provincial Sport Organizations in BC**

<http://www.pacificsportnorthernbc.com/find-sport/provincial-sport-organization>

- **HelloBC: Recreation Sports in BC**

<http://www.hellobc.com/british-columbia/things-to-do/festivals-events/recreation-sports.aspx>

lists a wide variety of recreation sports and their sponsoring organizations in BC (including skiing, surfing, bicycling, mountain biking, dragon boats, adventure races)

- **CanFitPro**

<http://canfitpro.com/>

provides certification for wide variety of fitness instructors (e.g. fitness kickboxing, active aging, pre & post natal)

- **Vancouver Sun: Extreme sports in BC**

<http://vancouver.sun.com/tag/extreme-sports>

- **Huffington Post: Extreme sports in BC**

http://www.huffingtonpost.ca/2013/08/04/things-to-do-in-bc-extreme-sports_n_3583684.html

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- **Five extreme sports to try this summer (in BC)**

<http://www.bcliving.ca/travel/adrenaline-junkies-get-your-fix-five-extreme-sports-to-try-this-summer>

Questions? Please ask the Information Staff at the Central Library or telephone 604-331-3603.

Please note that the information in this guide is also available online through the Skilled Immigrant InfoCentre website at <http://skilledimmigrants.vpl.ca/>.