

Support4Sport Program

What is the *Support4Sport* Program?

- The *Support4Sport* program is the most significant source of funding for amateur sport in Nova Scotia and has four key objectives:
 - ▶ Increase province-wide participation rates;
 - ▶ Create better access to effective sport programs;
 - ▶ Provide benefits to both urban and rural communities; and,
 - ▶ Provide all Nova Scotians the opportunity to get in the game.
- The program framework was developed in consultation with Sport Nova Scotia, Canadian Sport Centre Atlantic and the Department of Health Promotion and Protection (Health and Wellness).
- The program is offered by the Nova Scotia Gaming Corporation (NSGC) as part of its community support efforts, in partnership with Sport Nova Scotia (the manager of the fund). Giving back to good causes and to communities across Nova Scotia is an important objective of NSGC in delivering its social responsibility mandate.
- Since NSGC established the program in 2006, *Support4Sport* has raised over \$42.7 million for sport in the province, which includes a \$1.4 million contribution towards the 2011 Canada Games Legacy funds.

Support4Sport and the Canada Games Legacy

- As part of the legacy for the Halifax 2011 Canada Winter Games, a *Support4Sport* contribution was made to establish the *Support4Sport* Canada Games Sport Equipment Fund (\$1 million) and the Canada Games Centre Legacy Access Fund (\$0.4 million).
- The *Support4Sport* Canada Games Sport Equipment Fund provides grants to community organizations across Nova Scotia to purchase sports equipment. The Canada Games Centre

- Legacy Access Fund provides assistance to Provincial Sport Organization's provincial teams and Canada Games teams to help secure access to the Canada Games Centre.

Why Sport and Gaming?

- There is a historical linkage between sport and gaming in Nova Scotia and across Canada – Canada's national lottery was originally created to provide financial resources for sport.
- Today, there are provincial programs across Canada (e.g., Saskatchewan Lotteries Trust Fund, Ontario Trillium Foundation) which are funded by gaming revenues and provide financial support to sport, among other causes. In addition, many sport organizations leverage lottery games (e.g., 50/50 draws) as an important funding source for their activities.
- Sport accounts for 2,781 jobs in the province.
- Four in five (80%) Nova Scotians believe that money generated by gambling in the province should go directly to funding specific programs and services.
- Total sport gross domestic product in Nova Scotia in 2017 was \$154 million or 0.4% of Nova Scotia economy.

Why Sport?

- Sport is critical to the overall health and well-being of Nova Scotians.¹
 - ▶ Physical activity reduces the risk of heart disease, stroke, breast and colon cancers.
 - ▶ The risk of developing cardiovascular disease increases by 1.5 times when minimum physical activity recommendations are not followed.

¹<http://www.sportnovascotia.ca/Advocacy/SportNovaScotiaBrochure/tabid/568/Default.aspx>

- ▶ 91% of kids in Nova Scotia do not meet recommended daily physical activity levels.
 - ▶ Kids who participate in organized activity and sport are closer to reaching Canada's Physical Activity Guide of 90 minutes a day of moderate-to-vigorous activity.
 - ▶ 76% of children who exercised felt accepted by other students.
 - ▶ 92% of Canadians believe community-based sports can have a positive influence on youth.
 - ▶ Increasing physical activity levels by just 10% can save over \$150 million in direct health care costs.
 - ▶ 61% of Nova Scotians are overweight or obese increasing the risk of heart disease and other health problems.²
- 77% of Nova Scotians support revenue going to the *Support4Sport* program.

How Are the Funds Raised?

- The Program is funded through the sale of ticket lottery products. 100% of profits from these tickets go directly to sport in Nova Scotia.

What is the Impact?

- In 2019-20, *Support4Sport* funding included:
 - ▶ 209 athlete allocations;
 - ▶ 61 coach and official allocations; and,
 - ▶ 272 community and provincial sport organizations, which reach 125,000 Nova Scotians on an annual basis.
- Prior to the *Support4Sport* Program, \$1.4 million was spent annually on registered sport participants in Nova Scotia (\$1.45 per person), one of the lowest funding levels in the country. Today that number has tripled (\$4.35 person), as a result of *Support4Sport* funding.

For more *Support4Sport* Program details, please visit:
www.support4sport.ca.

² Nova Scotia Department of Health & Wellness (2003)