

SPORT & RECREATION in EDMONTON



Edmonton Vital Signs is an annual checkup conducted by Edmonton Community Foundation, in partnership with Edmonton Social Planning Council, to measure how the community is doing. Vital Topics are a quick but comprehensive look at issues that are timely and important to Edmonton.

DEFINITIONS

Active Living: Integrating regular exercise and physical activity into one's routine and valuing the physical, social, mental, emotional, and spiritual needs that these pursuits fulfill.

Active Recreation: Activities that require physical exertion and provide participants with relaxation, enjoyment, or benefit for their physical health and wellbeing.

Sport: Activities involving physical exertion and skill in which individuals compete against each other or measured standards for enjoyment and entertainment.



IN A 2019 LEGER SURVEY

77% of Edmontonians feel that there are adequate opportunities for sports or recreation in Edmonton. This has been on a steady decline from 83% since 2014.



Because it's GOOD FOR YOU!

Being active for at least **150 minutes per week** can help reduce the risk of:

- Premature death
- Heart disease
- Stroke

- High blood pressure
- Certain types of cancer
- Type 2 diabetes
- Osteoporosis
- Obesity

And can lead to improved:

- Fitness
- Strength
- Mental health morale and self-esteem
- Quality of life

Recreation Sector

- Gyms and fitness centres account for **65% of total health and fitness industry** revenue.
- **97% of gyms** opening in 2014 (581) were **low cost** (under \$40 per month).
- **\$1,951 was the average household spending** on Recreation Services in 2013. This is a 23% increase from 2010.

Economics of Sport & Recreation

Edmonton Sport Council estimates the economic significance of amateur sport and recreation in Edmonton at more than **\$663 million** in 2018 based on household expenditures in 2000 but estimated for today's population and dollar value.

According to a 2016 City of Edmonton White Paper on User Fees only **50% of the funds** to operate municipal recreation centres come from user fees. The other half is subsidized by the City.

Outdoor community ice rinks cost **\$7,000-9,000 per year** and require an average of **485 hours** per year to maintain.

Edmonton's municipal recreation centres saw **9.4 million** visits in 2018.

- 1 in 10 of those visits were funded by the Leisure Access Pass (LAP) issued for free or at a discount to low income Edmontonians. 57,079 were given last year.

More than half (**54%**) of Canadian families are financially strained from their kids' extracurricular activities.

One in four (**27%**) has gone into debt as a result.

What's in it for the City?

According to a White Paper on user fees from the City of Edmonton, high-quality recreation services:

- enhance the quality of life and social connectedness of Edmontonians,
- provide public health benefits,
- attract and retain talent to Edmonton,
- contribute to the health and wellness of Edmontonians.

Edmontonians' participation in active living (**91%**) is lower than Calgary (**96%**), and Lethbridge (**94%**).

In Canada, the healthcare costs of obesity was estimated to be **more than \$6 billion** in 2015. It has overtaken tobacco as the leading cause of premature, preventable deaths in Alberta.

- First Nations and visible minority children are particularly vulnerable, suffering from obesity at a rate 2 to 3 times higher than the national average.

No shortage of facilities

There are numerous places to find sport and recreation programs.

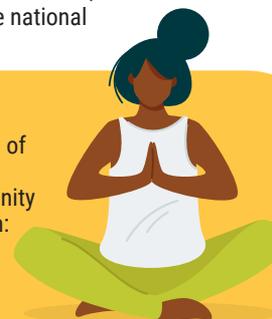
The City of Edmonton maintains:

- 18** recreation & leisure centres
- 20** ice arenas
- 3** golf courses
- 9** cultural centres
- 455** playgrounds
- 6,128** hectares of parkland

Edmonton Federation of Community Leagues supports 160 community leagues that maintain:

- 150** playgrounds
- 56** spray parks
- 131** outdoor ice rinks
- 14** community gardens

The YMCA of Northern Alberta has 4 health, fitness, and aquatic centres in Edmonton. And many more that are not listed.



Participation

49% of Edmontonians participate in an active recreation or organized sport.

Main reasons for participation:

80% FUN & ENJOYMENT **78%** HEALTH & WELLBEING

According to the Live Active survey among those who are active the top activities are:

29% Walking, running, jogging, hiking **43%** Aerobics **21%** Swimming

Lack of Participation

51% of Edmontonians did not participate in organized sport or active recreation in the past year.

Among those not participating, the main reasons are:

32% time and distance **16%** health or ability
26% prefer to spend time on other activities **10%** cost of activity

Participation in sport and recreation tends to increase as income increases.



Let's get physical

- Only 64% of Albertans get enough physical activity to achieve health benefits.
- The average Albertan spends 9.5 hours per day during the week in sedentary activities. 37% of Albertans are sedentary more than 10 hours per day.
- Albertans 65+ are three times less likely to be physically active than those 18 to 24 years.

DID YOU KNOW?

Edmonton Sport Council hosts an activity search at Edmontonsport.com where you can search by activity, age, and city sector. It even identifies activities for persons with disabilities.

Removing the BARRIERS

NEWCOMERS – The two biggest barriers to sport and recreation for newcomers are **time and money**.

WOMEN & GIRLS – In 2018, Canada's federal government announced \$30 million over three years to support data, research, and innovative practices to promote women's and girls' participation in sport. An additional **\$9.5 million per year** for five years was allocated to Indigenous sport.

Financial Assistance

According to the Live Active Survey **46% of Edmontonians were unaware** of the following recreation programs designed to remove barriers to participation in Edmonton:

- Leisure Access Pass
- Sport Central
- Seniors Recreation programs
- YEG Youth Drop-In program
- KidSport



Sport Central, KidSport Edmonton, and Canadian Tire Jumpstart provide support to low-income children and youth in Edmonton.

- Since 1991 Sport Central has helped more than 150,000 kids play their favourite sport and continues to help more than 9,000 kids yearly.
- In 2018, the Edmonton branch of Canadian Tire's Jumpstart program helped more than 80 thousand kids participate in sport and dispersed **\$1.2 million** through individual, community development, accessibility and parasport grants.
- KidSport Edmonton helped 2,983 kids play organized sports and distributed \$354,994 in 2018. 37% less than the funding distributed the previous year.

ECF@WORK

Goodwill Industries of Alberta received \$29,300 for You Can Ride 2 Program. This will purchase the tools and equipment needed to establish a bicycle mechanic workshop in Goodwill's warehouse space.

Para Sport Challenges

Nearly **five million Canadians** live with some form of disability.

- Adaptive equipment is expensive, available from limited manufacturers and often custom-made.
- Virtually no second-hand markets.
- Trying a sport is prohibitively expensive, especially for children who may outgrow equipment.
- Transportation, and facility accessibility compound the issues around sport and recreation.

The Paralympic Sport Association has been providing adaptive recreation and sport programs in Alberta since 1965.



All right you've convinced me.

Physical Activity Recommendations

CHILDREN & YOUTH

Under 1 Year

A variety of physical activity including interactive floor play. For those not mobile, 30 minutes of tummy time throughout the day.

1–2 Years

180 minutes of physical activities including energetic play spread throughout the day.

3–4 Years

180 minutes of a variety of physical activities spread throughout the day, 60 minutes is energetic play – more is better.

5–17 Years

60 minutes per day of moderate to vigorous aerobic activities, and muscle and bone strengthening activities should each be included at least 3 days per week.

ADULTS AGED 18–64

150 minutes of moderate to vigorous aerobic physical activity per week in bouts of 10 minutes or more.

ADULTS AGED 65+

Adults 65+ with poor mobility should perform physical activities that enhance their balance and prevent falls. Staying active is the key to maintaining good health. Those 65+ should maintain their active living to the extent they can as they age.