



Sport, Physical Activity and Recreation

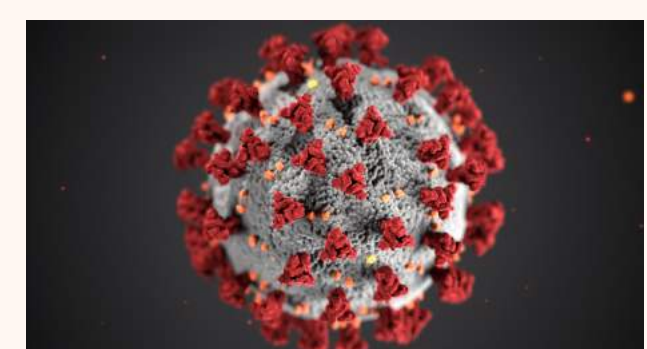
SUPPORTING ALBERTA'S POST-COVID RECOVERY

WHY INVEST IN THE SPORT, PHYSICAL ACTIVITY AND RECREATION SECTOR?

Sport, physical activity and recreation (SPAR) have the power to bring people together. They make individuals and communities stronger and healthier through social connections, and will make significant contributions to the recovery of Alberta's economy.

HOW SPAR CAN CONTRIBUTE

A strong SPAR sector will quickly and significantly aid the economic, health and social impact of Albertans as our province recovers from COVID 19.



INCREASES ECONOMIC ACTIVITY AND SUPPORTS LOCAL BUSINESSES

- The value of sport tourism in Alberta in 2017 was \$743 million.
- The local (Calgary) GDP impact of amateur sport in 2018 was estimated to be \$1.1 billion (1.0% of Calgary's GDP) supporting almost 17,000 jobs in the greater Calgary region alone.
- Visitors to Alberta's parks spend \$1.1 billion annually, which generates a province-wide impact of \$1.2 billion and sustains more than 23,480 person-years of employment.
- The recreation sector accounted for \$2.8 billion in GDP (1.9% of provincial GDP) in 2001.



SUPPORTS MENTAL HEALTH

Participants in SPAR report improvements in depression, anxiety, self-esteem, and mental wellbeing, including life satisfaction.

Strong mental health also contributes to improved productivity.



REDUCES HEALTHCARE COSTS

Health care spending (hospitalization, physical care, pharmaceuticals) associated with just four major chronic diseases, could be reduced by \$2.6 billion between 2015 and 2040, through an increase in physical activity and reduction in sedentary behaviour.



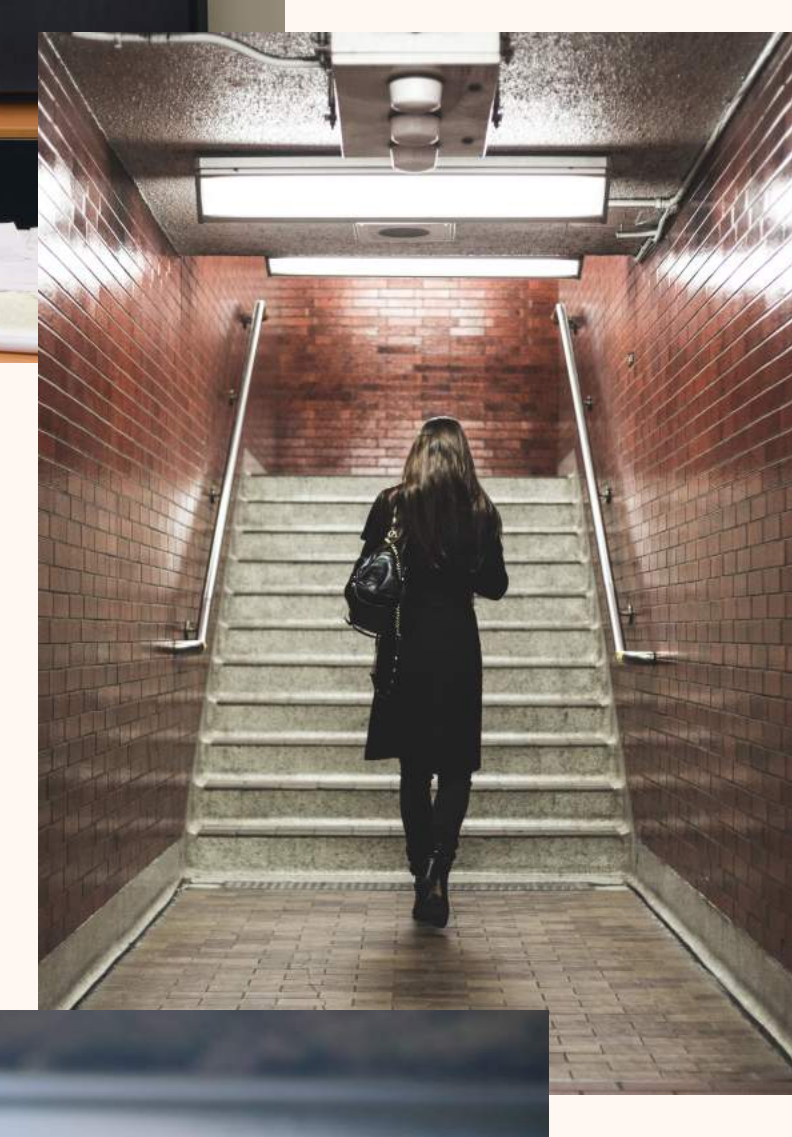
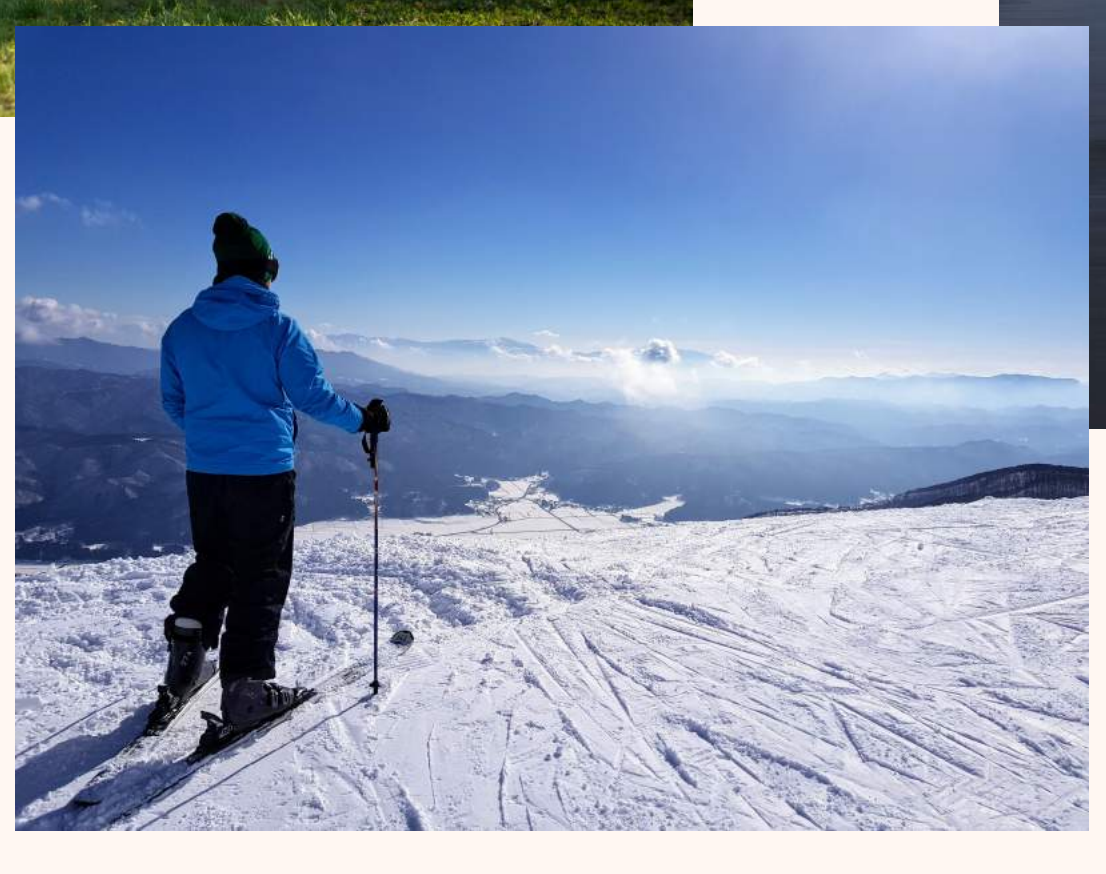
BUILDS OUR COMMUNITIES AND OUR FUTURE LEADERS

Students who participate in sports at school are less likely to smoke or use illegal drugs, and are more likely to stay in school. They tend to have higher grades, higher educational aspirations and fewer discipline problems at school. Students who participate in extracurricular sports during high school are more likely to have a job at the age of 24 than those who don't.



SAVES LIVES

Canadians who move often during the day have a 30% lower risk of premature mortality than people who sit most of the day.



RECOVERY

Sport, physical activity and recreation are crucial to recovery efforts in Alberta.

As the province of Alberta recovers and moves into its Relaunch Strategy it will be more important than ever to have capacity and a focus with the SPAR sector.

- Creating citizen and community wellbeing through SPAR will help companies and local businesses bring back a healthy workforce.
- SPAR provides opportunities for people to improve their health and wellness, socialize and interact with others, learn new skills, have fun and find balance in their lives.
- SPAR events and activities create jobs and boost civic pride.
- Sport brings communities together through volunteerism and shared goals, crucial for improving social and community connections in relaunch.