



Towards a Canadian Sport Policy

REPORT ON
THE NATIONAL SUMMIT ON SPORT

•
Ottawa, Ontario
April 27 – 28, 2001

It is important to note that this report is a compilation of input provided by the National Summit on Sport delegates. No attempt has been made to assess the relative merits of the report's recommendations.

This report and the list of Summit participants are available in both official languages on our Web site at: www.amateur-sport.gc.ca

This publication may be reproduced without permission provided that its use falls within the scope of fair dealing under the Copyright Act, and is solely for the purposes of private study, research, criticism, review or newspaper summary. The source must be fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires prior written permission from the Minister of Public Works and Government Services, Ottawa, Canada K1A 0S5.

© Minister of Public Works and Government Services Canada 2001

ISBN: 0-662-65944-9
Catalog No. CH24-7/2001

Table of Contents

INTRODUCTION	1
THE NATIONAL SUMMIT ON SPORT	2
I. Aims and Objectives	2
II. Structure and Organization	2
III. Opening Remarks	3
1. The Honourable Denis Coderre – Secretary of State (Amateur Sport)	3
2. The Honourable Sheila Copps – Minister of Canadian Heritage	4
IV. Panel Presentation Summaries	5
1. Participation: The Basis For Sport Development – Mr. Raymond Côté	6
2. Excellence – Ms. Marion Lay	7
3. Building Capacity – Dr. Bruce Kidd	9
V. Primary Elements of a Proposed Policy and Action Plan	11
VI. Targets for Achieving Participation and Excellence: Survey Results	13
VII. Priority Actions Recommended by Summit Participants	14
Participation	15
Excellence	16
Building Capacity	17
VIII. Immediate Actions – Announcements Made by The Honourable Denis Coderre	19
CONCLUSION	21
APPENDICE – Guest Speakers	23
1. Mr. John Bitove – Toronto 2008 Olympic Bid	23
2. The Honourable Allan Rock, Minister of Health	27

INTRODUCTION

On May 19, 2000, the Secretary of State for Amateur Sport, the Honourable Denis Coderre, announced a pan-Canadian sport consultation process. The initiative arose from the 1998 Report of the Sub-Committee on the Study of Sport in Canada by the Standing Committee of Canadian Heritage (the “Mills Subcommittee”). The report recognized that sport is *everybody’s business*, that it involves and cuts across every jurisdiction and boundary in Canada, and that it affects almost every aspect of and interest within Canadian life and society.

The consultation process, unique in the history of sport in Canada, aimed to propose solutions to improve the Canadian sport system and to provide input to the development of a Canadian Policy on Sport. It consisted of six regional sport conferences across Canada, of which five were held with the collaboration of provincial and territorial Governments. The conferences took place in Fredericton (Atlantic Region), Yellowknife (Northern Region), Regina (Prairies Region), Vancouver (British Columbia), Hamilton (Ontario) and Magog (Quebec). Roundtables were also held with specific stakeholders’ groups including athletes, officials, Aboriginal peoples, national sport organizations (NSOs) and multi-sport organizations (MSOs), and national media representatives. Inclusion and equity in sport were also addressed during a specialized round table. The consultation process also led to the National Summit on Sport in Ottawa, on April 27 and 28, 2001. The Summit was opened by the Right Honourable Jean Chrétien.

This consultation process has allowed sport stakeholders throughout the country not only to voice their concerns on the future of Canadian sport, but also to propose concrete solutions for improvement that would provide the foundations of a real national sport policy. The possible solutions that emerged from these conferences between the sport community and the various levels of government were scrupulously gathered and listed in the reports on the regional sport conferences and the roundtables. They helped shed some light on the principal elements of a Canadian sport policy, which were incorporated into the discussion paper entitled *Building Canada Through Sport: Towards a Canadian Sport Policy*.

THE NATIONAL SUMMIT ON SPORT

I. Aims and Objectives

The principal aims of the National Summit on Sport were to reflect more on what had been heard during the consultation process; to get feedback from delegates on the discussion paper *Building Canada Through Sport: Towards a Canadian Sport Policy*; and to determine strategic orientations and priority actions that would support the establishment of a first Canadian Sport Policy.

The discussion paper was submitted to participants before the Summit and served as the basis for discussion and feed-back during the event. It is based on the many recommendations made by participants during the regional conferences and round-tables held across the country.

It should be noted that the proposed policy document was also discussed with the provincial/territorial ministers responsible for sport during their meeting the day before the Summit in order to seek their advice on the elements of a National Sport Policy. The ministers agreed to work collaboratively on establishing such a policy.

II. Structure and Organization

The Summit was opened by the Right Honourable Jean Chrétien. Hosting the event were the Honourable Sheila Copps, Minister of Canadian Heritage, and the Honourable Denis Coderre, Secretary of State (Amateur Sport).

The Summit began on Friday afternoon with an opening prayer by Mr. Alex Nelson from the Aboriginal Sport and Recreation Association of British Columbia. Mr. Coderre proceeded with greetings, followed by Ms. Copps and Mr. Chrétien who was accompanied on stage by a number of distinguished athletes. Following a health break and press conference, Norman Moyer, Assistant Deputy Minister, Department of Canadian Heritage (Canadian Identity), provided an overview of the primary elements of the proposed policy and action plan.

A panel presentation was held to discuss the three policy pillars. Participation was addressed by Raymond Côté (Sports-Québec), followed by Marion Lay, from the National Sport Centre (Vancouver), who presented her views on excellence. Bruce Kidd, professor and Dean of the Faculty of Physical Education and Health at the University of Toronto, brought his perspective on capacity building.

On Saturday, Norman Moyer started the plenary session by presenting the results of an in-house survey done the day before on setting targets for achieving participation and excellence objectives. Mr. Coderre then made some important announcements about the next steps in establishing a Canadian Sport Policy. Delegates were given an opportunity to comment and ask questions.

The workshops then began. Two two-hour sessions were scheduled, each attended by an average of 40 delegates. Each series of workshops addressed the three policy pillars (participation and excellence, and

capacity building) and was led by a facilitator. The key points raised in the discussions were captured by a recorder. The closing plenary session, on Saturday afternoon, was opened by the youth delegates, who expressed their views on the Canadian sport system and the challenges ahead. Then, all the reporters selected among the workshop participants were interviewed as a group by the masters of ceremonies to present the key messages agreed upon during the workshops. Mr. Moyer presented the next steps in the development and implementation of the sport policy and Mr. Coderre made the closing remarks. Mr. Alex Nelson concluded the Summit with a closing prayer.

There were other keynote speakers during the conference. At dinner on Friday evening, John Bitove spoke of the Toronto 2008 Olympic Bid. After lunch on Saturday, the Honourable Allan Rock, Minister of Health, presented his views on the importance of sport in maintaining good health and outlined some of the initiatives in place at Health Canada.

III. Opening Remarks

Following are highlights of the opening speeches.

1. The Honourable Denis Coderre – Secretary of State (Amateur Sport)

This is it. It is time to get some action. It is time to make a difference. After thorough consultation, we will finally establish a comprehensive sport system in this country. On behalf of the sports community, I would like to thank you, Mr. Prime Minister, for the leadership and commitment demonstrated by your government, and for the resources that allow us to make a difference in this country.

How can we build the sport system? Leadership, partnership, and accountability are key elements in this regard. Furthermore, through the Canadian Sport Policy, we will set a balance between participation and excellence and address the issue of capacity building. Over the next two days, we will talk about high performance and fitness, about ethics and values, about our athletes and our coaches. And we will focus our attention on concrete actions to create the environment that will enable us to really make a difference.

Yesterday, at the federal-provincial/territorial meeting of the ministers responsible for sport, all governments unanimously agreed to work together on an action plan that will lead within the next year to the establishment of a true Canadian Sport Policy. Together with the sport community, we must ensure that we will be making the right choices and work together towards common goals.

For a long time, we've had the impression that agreements in sport were about a handout. Many times, the left hand didn't know what the right hand was doing. Now, we have a handshake, the basis for strong foundations. There will be an action plan for athletes, and a strategy for high performance. But there will also be some concrete action to make sure that all Canadians will have a better chance to participate in sport and will have a better quality of life.

We want to implement a Canadian sport system within the next year. We have worked together over the past 20 months and we will keep working together.

Today, we are making history together. This Summit is an important first step towards a new era in sport.

Let's have fun. Let's get down to work.

2. The Honourable Sheila Copps – Minister of Canadian Heritage

One of the things that you learn in sport and one of the things that I learned from the Prime Minister is to be fast on your feet, to box well, to know when you land that left hook and to know when you pull your punches. Sport can prepare you for any of life's challenges. You may make it to the Olympics, you may not. But sport teaches you how to win. More importantly, it teaches you how to lose and pick yourself up and start again.

Those are the kind of things I started to learn at age 14, as the member of a basketball team that won a Canadian championship. This is also when I engaged for the first time in politics. At the time, we were an award-winning team on our way to a major championship, but we kept getting dumped from gym time because there was only one gymnasium and the senior boys were blocking it most of the time. We went to the principal of the high school and we held our first strike. We eventually got gym time, and that team of young women has not only remained good friends for the last 30 years, but we have all gone on to become productive citizens of this country.

Sport is also about team spirit. Any of you who have ever been in a tug-of-war will know that you only pull your team over to the winning side when you are all pulling in the same direction. Today, thanks in large measure to the tremendous leadership of the Secretary of State for Sport, Denis Coderre, we have every single province in this country pulling in the same direction. In that regard, I cannot tell you how happy we are that all the ministers responsible for sport have agreed to work together on a Canadian sport policy.

We have many health issues in this country that sport can contribute to solving. But it is not just about health issues: it is about giving our young people a chance to express the incredible energy that you get when you are part of a sporting effort. When we watched the last Olympics, we saw the Canadian flag bearers whose moments of triumph were there for all to see, but whose moments of pain were very private. The beauty of building a sport policy for Canada is that the private moments that lead us to greatness will be shared across this great country.

The work ahead of you this weekend is not the work that has just begun. It is the work that started with the Mills Report, at which time the media started focusing more on amateur sport. It is the work that started when we increased the funding for coaches, when we listened to the athletes and changed the carding system. It is also the work that culminated in the creation of the Secretary of State (Amateur Sport) position, which has permitted Denis Coderre to travel this country and to build the consensus that is going to lead us to a better Canada.

Why am I interested in sport? I am interested as a member of the government, but most importantly, as a parent of a 14 year-old daughter who should have the same right to experience the highs and lows of sport that, I believe, helped to prepare me for the greatest challenges of all in the Parliament of Canada!

IV. Panel Presentation Summaries

The following is a summary of the points of view expressed by three experienced members of the sport community on the proposed key elements of the Canadian Sport Policy.

1. Participation: The Basis For Sport Development – Mr. Raymond Côté (Sports-Québec)

Mr. Côté became President of Corporation Sports-Québec in September 2000. He holds a university degree in Physical Education and has had extensive experience as a volunteer manager, international volleyball referee (since 1976) and administrator with the Fédération de volleyball du Québec (since 1985).

Introduction

The National Summit on Sport is an excellent opportunity for the federal government to make a major shift in the area of sports and to address the need to develop a comprehensive vision based on a partnership among all sports stakeholders, and sufficient resources. Here are some of the key elements required to achieve those goals:

Partnerships

Partnership among the different orders of government must be established. The local level should have prime responsibility for accessibility, while the provincial level should be responsible for intervention aimed at basic development (identification, training and support for sports talent and sport promotion). The federal level takes responsibility for international representation, therefore high performance levels.

Comprehensive vision

The establishment of a Department of Sport could bring about the necessary changes in political recognition and increase the participation of all Canadians in physical activities. Three measures are required:

- 1) The adoption of a true and thorough Sport Act.
- 2) The establishment of a central, non-governmental body or formal consultation mechanism, accountable to the Department of Sport, whose mandate would be to establish a common vision, increase participation in physical activity and improve high performance.
- 3) The provision of adequate funding and fiscal incentives.

Social realities

There are numerous demographic and socioeconomic environmental factors to take into consideration when trying to improve the health and well-being of Canadians through physical activity and sport. In trying to increase accessibility, we must also take into consideration factors such as youth mobility (created by family breakdowns), the impoverishment of families, gender, population aging, ethnicity and accessibility for persons with disabilities.

The answer to all these social needs relies on a real will, on the part of policy makers, to use sport and physical activity to make a difference, and the allocation of sufficient resources and means to meet those needs.

Participation: the basis for sport development

To build a sport system based on a common vision, participation should be integrated into the four main components of sports activity, which are competition, initiation, recreation and high performance.

There are five major issues that need to be dealt with if we want to increase participation in physical activity and sport.

There is cost. At the present time, the user-pay system is favoured, which increases the financial burden on parents and will eventually strongly penalize young people who do not have the means to pay for sporting activities. The corrective measures should include fiscal measures and direct support to athletes; fiscal measures to facilitate the hosting of sport events, and fiscal measures to support parents and coaches.

Another important issue is training and support, as there are gaps and deficiencies in the training available for volunteers; trainers are not fully supported and, in terms of youth development, we give priority to performance to the detriment of enjoyment. There is also a lack of resources for sports promotion. It is necessary to provide a suitable organizational framework for trainers; to support local initiatives and entrepreneurship (e.g. establishment of sports programs); to better promote sport (media ads, providing marketing tools to sport stakeholders, etc.); and to host major sport events that generate spinoffs.

A third issue is sport clubs. They receive little encouragement and little financial support. Measures required in this area include direct support programs for local structures; incentive programs leading to commitments by municipalities and educational institutions to offer sports programs; programs to develop businesses and organizations that promote participation.

There is the matter of the maintenance and repair costs for existing facilities, some of which are obsolete. There are also numerous restrictions on availability and accessibility. To solve these problems, we need to establish a corrective plan of action to ensure that physical facilities for sports are brought up to standard. We also need to develop multi-sport training centres everywhere, not just where major Games are being held.

Last but not least, we should focus on physical fitness and education. One of the important motivating factors for participating in sports comes from training provided through physical education at school. Canada signed the International Charter of Physical Education in Sports and committed to meeting its requirements, one of them being that some 150 minutes per week should be allocated to physical education in schools. Government structures should also support programs to raise awareness of the value and benefit of physical fitness.

Conclusion

The much-needed major shift that would make Canada a true sports nation must be based on a close partnership among all sports stakeholders, and between government and the private sector.

The resources made available for sport are clearly insufficient and must be increased. Over and above its spending on professional sport and the organization of major Games, the Government of Canada should

increase its budget allocations for sport gradually, as follows:

- by 0.15% of its total budget in 2001
- by 0.2% in 2003
- by 0.3% in 2005
- and by 0.5% in 2008.

This may seem like a minuscule percentage, but it represents a commitment of approximately \$650 million, which would bring Canada within range of the amounts budgeted by most industrialized countries.

There is a clear desire to bring about change. We can work together to determine what means will effectively serve to enhance a nation's health through the full recognition of the values of sport and physical activity.

2. Excellence – Ms. Marion Lay

Marion Lay is the founder and President of the Board of Directors of the National Sport Centre – Greater Vancouver and co-chair of the British Columbia Games Society. A former athlete and medalist at the 1968 Olympics in Mexico City, she holds a master's degree in the sociology of sport from California State University. Ms. Lay is also Chair of the Vancouver – Whistler 2010 Olympic Winter Games Bid Corporation.

Introduction

Our challenge over this weekend will be to amend and ratify the first-ever all-Canadian National sport plan that has a clear, timely implementation strategy.

I believe the term “excellence” must be explained in three different ways: as an outcome (How did we perform?); as a value (Who got to compete, by what rules?); and as a process (Was the system helpful as you progressed along the sport continuum?).

Excellence as an outcome

Excellence is a relative term and over this weekend we will need to establish the process to define outcome excellence for our sport system – a process to set national performance goals that are a result of analysis, research, knowledge of the capacity of our current system (team sports, winter sports, emerging sports) and agreements amongst sport partners.

To accomplish this task, we must establish a national mechanism with professional experts, not organizations, and input from our partner organizations to lead and guide performance excellence in Canada.

I know how difficult it is to decide which sports, athletes and coaches should be funded. Once our performance goals are in place, we must create, implement and resource the plan to attain those goals. At the provincial/territorial level, we often hear about “spending ratios per capita” – these are good comparisons for participation but we must look at excellence in a different way – “spending per result.” The reality is excellence costs more per person and more again in selected sports. We know and accept this in other areas of our society. For example, in medicine, specializations cost more than general medicine. We must consider excellence in sport as our area of specialization – it will cost more money. We must decide how much we

are willing to invest and what we expect as our return on investment. Also, the new money that is needed for excellence must come from both the private sector and the public sector.

To achieve excellence, athletes and coaches need applied sport research, sport science, sport psychology, sport medical teams, financial support, high performance facilities, good quality equipment and access to top-level competition. These are not luxuries, these are essentials.

Excellence as a value

Excellence is often listed as one of our Canadian sport values and it is part of how we measure the social fabric of our nation. Canada will not accept excellence unless it is drug-free, fair, inclusive, and firmly placed on an ethical foundation encompassing the spirit of sport.

In what kind of society, in what kind of sport system do we want to live? It is not an either-or choice, excellence or social responsibility, just as it is not an either-or answer of excellence or participation. We need to respect, nurture and reward performance, and we need to create an environment that helps those developing sports reach their entry level performance goals. I believe it is through excellence that we achieve excellence!

Excellence as a process

Excellence as a process is tied into both of the other themes of participation and capacity building. I see excellence as a process, a pathway that leads us to sustainable excellence. The pathway is from FUNDamentals; to Training to Train; to Training to Compete; and to Training to Win. With each stage, we need leadership, accountability and partnership.

Accountability

I believe that sport is willing to accept responsibility and to be accountable for performance excellence. And I hope that through this weekend, we will better understand the need for a two-way accountability system. It is time for sport and the federal, provincial/territorial and municipal governments to be held accountable to the sport community.

A few examples of federal accountability might be, as outlined in the Mills Report, to secure additional resources from and make sport a priority within other federal departments. Another example would be to develop with the provinces and territories and, where appropriate, with municipal governments a seamless funding system that eliminates duplication and fills the gaps. Another possibility would be to create a coordinated mechanism to set performance goals and a national sport plan with an implementation strategy.

Partnerships

On this pathway towards sustainable excellence, there are a number of gaps. One of them is the “La Relève” – the junior national level and the provincial/territorial elite level – our next generation. This is the base of our system of high performance. It is currently the weakest link on our pathway – almost non-existent.

If our performance goal is excellence, then it is essential for the provincial/territorial and federal governments to cost share junior national and provincial programs such as an athlete assistance program, matching salary funding for Canada Games and Level 4 coaches and funding for competitions. We also need to identify talent and nurture and develop this talent to move onto our junior and senior national teams. We must fill this gap in order to raise our entry level to our national teams, which will in turn increase our competitiveness at the international level.

Together, in partnership, we need to set our performance goals and then make a clear commitment to work together to achieve these goals. Remember, excellence is relative and it doesn't make a difference what goals we set. But we must set them, put together a plan and be willing to be held accountable for those goals.

Conclusion

Let us put in place a national mechanism with professional experts to lead and guide us; set our performance goals; increase our investment in excellence; work with the federal, provincial/territorial and municipal governments; partner with other stakeholders in sport; and be accountable for achieving our performance goals.

The challenge is ours.

3. Building Capacity – Dr. Bruce Kidd

A former Olympic runner, Bruce Kidd is Professor and Dean of the Faculty of Physical Education and Health at the University of Toronto. Dr. Kidd has written extensively about the history and political economy of the Olympic movement and Canadian sport. His 1996 book, "The Struggle for Canadian Sport", won the Book Prize of the North American Society for Sport History in 1997. He has been a member of the Canadian Olympic Association since 1981.

Introduction

The National Summit is one of those special moments that provide opportunity in time of crisis. The crisis is that what we have called the Canadian sport system is, frankly, on its last legs. The opportunity is that never before have we had such strong winds in our sails for progressive change.

To those who say there is very little that is new, I say that, for the very first time, we have a realistic opportunity to create a truly national sport policy, that is, one that involves many departments and all orders of government, the voluntary sports organizations and the private sector. Other favourable currents include: two dynamic Olympic bids; the outpouring of research that demonstrates the benefits of physical activity, and the determined goodwill of so many Canadian sports leaders.

The challenge of capacity building

I am particularly pleased that the discussion document submitted at the Summit addresses the challenge of capacity building. To this end, our first major task for the next period will be to prepare multi-year plans to increase capacity, at both the base and the top of the pyramid.

Secondly, we must set a series of targets for the inputs in the provision of opportunities at all levels; targets for physical education classes, with trained and experienced teachers, safe and adequate facilities and so on; targets for school and community sporting opportunities, in a representative range of sports, athlete-centred, fully accessible, with gender equity and multicultural inclusion, per sector of the population; and targets for the number and distribution of trained and experienced coaches, paid with pensionable benefits, officials, professional and voluntary leaders actually working in sports, and so on and so on.

At a later stage, we will need to measure outcomes, but, at this stage, we need to plan systematically for the improved provision of opportunity. Such an approach is already under way in other important areas of Canadian society. When we think of the health-care system, for example, we can turn to extensive research about the number and distribution of the trained professionals and facilities that we need and have, their geographic, demographic and economic distribution, and so on. The federal government has just appointed a Royal Commission to address the growing challenge of two-tier medicine. We have two-tier sports and physical education. We should do the same analysis and planning in sports.

Also, we should link capacity development to every major development. As a former track and field athlete, I am just delighted that the World Championships will be held in Edmonton this year. But I am disappointed that so little has been done to tie the hosting plan to regional and pan-Canadian sports development, especially in the schools. Fortunately, the discussion document on the Canadian Sport Policy proposes that a strategy for hosting International Games be explicitly linked to capacity building in this way. The Toronto and Vancouver Olympic bids provide two such examples, tying the hosting of Games to plans for the revitalization of physical education in the schools, after-school and community sport, and opportunities for high performance.

Thirdly, we must step beyond an exclusive focus on the volunteer sports organization and the department responsible for sport. These agencies are the most important to the majority of us in this room. They are the agencies that have taken all of our time and energy over our long lives in sports and we all hope that the Summit will stimulate new structures and strengthen those relationships.

Partnership

But I would like to argue, under the heading of capacity building, that five other relationships are important to consider and we must work very hard to see that they, too, are strengthened and extended.

The first of these is provincial, federal and territorial. We cannot achieve an integrated system without close collaboration between the senior orders of government. The federal and provincial governments have other precedents of cooperation in the sensitive field of education, in vocational training, in language training, and in other areas. I call upon all parties to work towards something like a social accord for sport and physical education, recognizing regional and cultural differences. The federal government must continue to play a facilitating, if not a leading, role and put up real money to encourage the developments we all seek. This is a matter for every one of us in this room and we should use our lobbying efforts and our contacts at these other levels to ensure that we get the social accord that we need.

Secondly, the links between ministries, especially those responsible for sports, health, justice, culture, education and human resources development. We cannot leave the vital infrastructures for sport, which contribute to so many aspects of a healthy Canadian society and economy, to the ministries responsible for sport alone. In particular, the senior ministries responsible for health and culture at the federal level, and those in charge of health and education at the provincial/territorial level, must be recruited to this task. And we should not leave it up to them, but we should be on their doorsteps too.

Thirdly, the links between municipalities and school boards. Some of the most important opportunities in physical education and sport, even at the highest levels, are provided by municipalities and school boards. They are often left out of the necessary planning. The regional conferences on sport revealed several innovative proposals for joint-planning mechanisms in large municipalities. These ideas must be vigorously pursued and we should help them move forward in our own communities. It has been done in several other areas, such as housing. The federal government could play a facilitating role.

Fourthly, the links between the sports community and colleges and universities. Colleges and universities have a great deal to contribute, and many do, but not as extensively or effectively as they could and should. The issue is one of relationships and resources. I am delighted that the discussion document calls for a new emphasis on sports research and training, where the colleges and universities have considerable expertise.

And, fifthly, the contributions from the corporate sector. Corporate giving, whether in the form of philanthropy or sponsorship, is much greater on a per capita basis in the United States than it is in Canada. The corporate sector as a whole has yet to step forward significantly. In addition to financial assistance, corporations can contribute technological and organizational expertise and use their political clout to encourage governments to revitalize the public sector in education and health.

In each of these relationships, we need to work very hard to create lasting, mutually beneficial partnerships and agreed-upon agendas, and to develop appropriate performance measures.

Conclusion

I am confident that we can achieve a great deal this weekend. We need to affirm the three goals of participation, excellence and capacity building, to solidify the consensus around these goals, and to work together in new and innovative ways. The future of Canadian sport and the social benefits, cultural richness and pan-Canadian identity to which amateur sports contribute hang in the balance.

V. Primary Elements of a Proposed Policy and Action Plan

Mr. Norman Moyer, Assistant Deputy Minister (Canadian Identity), Department of Canadian Heritage

It is a great pleasure for me to speak to you. To stand here today in front of you all is very inspiring because of the sheer energy and commitment that you demonstrate and have demonstrated working together, with us, over the past many months.

Before I discuss the challenges that we will be facing, I would like to say a special thank you to the people who work in Sport Canada. They are immensely dedicated to the way in which we evolve in Canada as a sporting nation. I'm convinced that we could not have gotten here without the kind of work that they do and the kind of passion that they have. And, like them, I know that it is okay to be passionate as public servants. To all of you in Sport Canada, my very special thanks.

Now, what are the challenges we will be facing? The discussion paper presented at this Summit is entitled *Towards a Canadian Sport Policy*. This policy will bring together all the pieces that contribute to sport in this nation. It is not enough that each component of this system works well on its own. In order to succeed, all components must work well together. And what I have been hearing over the past months is an immense desire to come together in the sport system. That is the real challenge that we have before us now.

As I mentioned earlier, working together will be the key to having a successful sport system. That is what we did, work together, over the past months during the regional consultation process. When Denis Coderre was appointed Secretary of State for Amateur Sport, the Mills Commission had just finished its work. There was a desire to focus on the issues of sport. To do that, Denis Coderre wanted to go out and meet with the many players involved in sport across the country. He wanted to do it in a way that was cooperative with the provinces. And he has been successful in working out fruitful relationships with all the provinces and with the sport organizations.

Everybody who cared about sport had a chance to get their voice heard. There was a Web site. There were people at every conference who represented parents, athletes and volunteers. There were also specialized roundtables. We had other processes going on at the same time, such as the review of alternative dispute resolution and of the coaching system in Canada. We also had a report from our Commissioner of Official Languages on the importance of building a sport system in which Canadians from both official language groups feel comfortable and can compete to the full level of their capacity while developing as people in their own language. What we heard was immense, it was enormous, it made sense. Every time we sat down together we heard new ideas, new ways that we could do a better job. All of those pieces have gone into the discussion paper that was circulated to you.

As a result of those consultations, and as indicated in the introductory speeches, we now want to focus our attention on participation, so that all Canadians have the opportunity to be physically active. We will also continue to strive for excellence and to focus on building capacity. Those are the three main proposed policy goals.

The issue of targets will also have to be discussed in developing and implementing an action plan. Should we set targets, and if so, which ones should be set? How do we use targets for getting where we want to go, and who should be held accountable for those targets? Is it just the government, all sports organizations or different jurisdictions? In order to find answers to those questions, you will be asked to fill a questionnaire on those issues. We will then share with you the results of this in-house survey.

I have admired, from the moment that Denis Coderre came to his job, his tendency to combine study and action. He has never waited until he had finished looking at something to begin taking the actions that were really necessary. Expect to see him and this government carrying on in the same way, acting when we can, listening all of the time, trying to get better, moving forward a step at a time, sometimes maybe four or five steps at a time, but never stopping looking, never stopping listening and never stopping acting.

You have heard a government today that is committed in a new way and it is going to go on being committed. And I know that you are also all very committed to improving the Canadian sport system. The conditions exist for change. They have been happening over the last year. They are happening now.

In closing, let me thank you again for being here, for being at the centre of change. And most importantly, thanks for letting us work with you in this program of change.

VI. Targets for Achieving Participation and Excellence: Survey Results

The issue of setting targets to achieve participation and excellence was raised during the consultation process and briefly presented in the discussion paper when describing the challenges that must be faced by the Canadian sport system. In order to assess what the delegates at the Summit thought about setting targets, a short survey was administered during the first day of the Summit. Some 213 Summit delegates, out of a total of 344, filled in the survey questionnaire and results were presented the following morning by Norman Moyer, Assistant Deputy Minister, Canadian Identity.

The results of this in-house survey indicate that 86% of the respondents support setting targets for achieving participation and excellence. Of these respondents, 76% agree that targets should be set both for individual sports and the Canadian team. This result indicates endorsement of refining targets as much as possible.

In terms of excellence, there was no unanimous view of the types of targets that should be used. In this regard, 53% of respondents felt that international ranking should serve as an indicator, while 61% indicated that they would prefer to use the number of athletes in the Top 8, Top 16, etc. Finally, 46% felt that other ways should be considered. It therefore appears that further discussion is needed to define a course of action in measuring excellence. Using many of those suggested criteria could be considered a possible solution.

Should government contributions to sport be linked to the achievement of performance targets in a sport-specific plan? Close to 60% of the respondents thought so, which indicates both support and a certain level of discomfort with the concept of establishing a relationship between achieving specific objectives and the financial support provided to sport organizations.

In terms of participation, federal-provincial/territorial ministers responsible for fitness, recreation and sport have established targets for reducing the number of inactive Canadians by 10% by 2003. A vast majority of respondents (92%) support that objective. When asked what kind of targets should be established to measure participation, 83% of respondents indicated that participation should be measured using the percentage of Canadians participating in sport, while 65% felt that we should rather measure the

number of participants registered in a sport each year. Roughly half of the respondents suggested that other measurements of participation include the number of coaches or officials certified each year.

In his comments on the survey questionnaire, one respondent indicated that infrastructure programs are needed to provide grants to municipalities for fitness trails and for communication tools to inform the population about the facilities that are available. Summit participants are reminded that funding is now available in every municipality in the country for sport and cultural infrastructure under the federal-provincial/municipal infrastructure program (every level of government being accountable for one third of the spending). That means that there is now a way of getting high-priority spending items for infrastructure in sport included under that multipartite agreement.

In brief, the in-house survey carried out during the Summit clearly revealed a consensus in favour of setting targets for achieving participation and excellence. The next step will be to determine how these targets can be set and implemented.

VII. Priority Actions Recommended by Summit Participants

Introduction

All throughout the consultation process held over the past year, a clear consensus emerged on the need to improve the participation in sport and the ability of sport participants to achieve national and international excellence. The consultation also revealed a strong need to build capacity in the individuals, communities and organizations that make up the Canadian sport system.

To attain these objectives, many ideas and suggestions were raised in the regional conferences. The following issues, listed in the discussion paper provided to Summit participants, were considered by a vast majority of sport stakeholders as the main challenges that needed to be addressed by the Canadian Sport Policy:

- participation and accessibility;
- school sport and physical education;
- support to athlete development and coaching;
- international ranking;
- ethical issues;
- resolution of dispute in sport;
- Canada Games and national championships;
- hosting international sport events;
- research and knowledge base;
- impact of professional sport;

- alternative sources of funding;
- collaboration and shared accountability.

But which one of the actions proposed should be prioritized? Through the various workshops and plenary sessions, Summit participants were able to clearly identify the priority actions that should be implemented in the near future with regard to increasing participation, achieving excellence and building capacity.

They are as follows:

Participation

1) Sport and physical education at school

The vast majority of the participants believe that the most important measure that should be instituted to increase participation is to increase the time spent on physical education and sport at school (during and after class hours). For example, it was suggested that a minimum of 150 minutes per week be devoted to physical education and that quality daily physical education programs be implemented. Participants insisted on the need to obtain the support of all orders of government to apply these measures. One group also proposed that the Secretary of State intervene directly with his provincial and territorial counterparts in this matter. The participants were also very glad to note that the Advisory Council created by Denis Coderre has already announced its intention to work with the Council of Ministers of Education to convince the provinces to make daily physical education at school mandatory and to have it taught by competent professionals. Delegates also proposed that the federal government demonstrate its leadership by making this issue a priority item for discussion at the Conference for Federal-Provincial/Territorial Ministers Responsible for Sport in London, Ontario, on August 10, 2001.

The suggested methods to increase the time spent on physical education at school include:

- the creation of lobbying groups;
- the implementation of appropriate legislation;
- the signing of agreements with regard to facilities;
- the implementation of special measures to ensure accessibility for Aboriginal and disabled people;
- the institution of incentive and accountability measures for the NSOs/MSOs;
- the setting-up of intramural programs.

2) Promotion of physical activity

A preponderance of Summit delegates proposed the implementation of a national social marketing campaign to promote physical activity at all levels of the Canadian population. For example, the KidSport program could be expanded and the various sport stakeholders could adapt it to promote the benefits of physical activity. It was also proposed that our famous athletes promote sport in schools and among the general public, that the federal government re-establish ParticipAction and that it produce public service announce-

ments promoting physical activity. Participants also agreed that all levels of government must work in cooperation with the municipalities, parks and recreational organizations to promote physical activity.

3) Accessibility

According to most of the participants, it is of paramount importance that sport and physical activity be accessible to all Canadians. In this regard, the opinion is that municipalities and communities throughout Canada have an important role to play and that the emphasis must be put on the pleasure and benefits of playing sports. Many means were suggested to increase accessibility, for example:

- reduce the direct costs that sport participants must currently assume by creating partnerships between the various orders of the government and the private sector;
- improve existing sport facilities and build new ones;
- improve access to quality programs and coaches;
- pay particular attention to marginalized groups;
- by 2002, institute financial incentives for sport participants, volunteers, parents, coaches and officials (scholarships, tax relief, etc.);
- introduce a federal-provincial transfer payment program for quality daily physical education programs (this program could be based on the current official-languages model);
- increase the concentration of infrastructures at the local level in order to increase the number of activities and services offered.

Excellence

1) Professionalize the coaching function

If immediate measures must be taken to achieve excellence in sport, the vast majority of Summit delegates believe that we must first focus our attention on our coaches. Everyone agreed that coaches play a key role in every stage of the sport continuum to help sport participants reach their full potential. Here are a few of the suggested measures to improve support for coaches:

- create full-time positions with appropriate salaries and salary scales;
- amend the *Fitness and Amateur Sport Act* by including terms and conditions to regulate the coaching profession;
- ensure that coaches have a Canadian association that establishes qualification standards and supports them at every level of their professional development;
- develop a human resources strategy.

2) Integrated sport system

According to Summit participants, it is of the highest importance to establish an integrated sport system that would allow attention to be given to both beginner and high-performance athletes in order to support

them throughout their development until they reach their full potential. In this regard, it was proposed that each sport organization adopt an integrated development model, and that an independent entity led by sport experts be created to set and achieve specific performance objectives. It was also suggested that the partnership between the sport organizations and the orders of government be strengthened while ensuring a shared accountability for the results. Finally, it was also proposed that the NSOs, the provincial sport organizations (PSOs) and the sport clubs align their activities across Canada by ensuring the integration of certain programs of common interest.

3) Performance objectives and accountability

It was proposed that a common mechanism be created to set high-performance objectives in cooperation with the sport community. For example, we could develop a road map to find talented athletes and keep them active in the sport system continuum, even after their athletic careers have ended. A few times, delegates proposed that Sport Canada should provide funding for a four-year period to allow for better resource planning based on very specific performance objectives. To obtain this funding, the sport organizations would have to demonstrate that they respected their accountability agreements for the previous period and explain how they intend to meet the objectives in the next fiscal planning period. These objectives could apply to high-performance, but also to the development of athletes and to participation. A discussion group also proposed the implementation of a measurement system like ISO to ensure that sport associations respect certain basic values and ethical standards.

Building Capacity

1) Human resources development

With regard to building capacity, the delegates made human resources development the highest priority. While recognizing that we must concentrate on the athlete, here again, a great deal of emphasis was put on training coaches.

To make better use of existing human resources, a majority of delegates were in favor of continuing professional development. We could, for example,

- train volunteers, members of the boards of directors, coaches and officials to provide them with the skills to better carry out their functions;
- train NSO personnel and volunteers to provide them with better organizational knowledge; the NSOs could be responsible for this training;
- use interactive training tools;
- create an educational model for the coaches that is more complete than current programs and that would include a greater number of modules (for example, modules on diversity, ethics, values, marginalized groups, etc.);
- effectively target the coaches using tailor-made training modules (e.g. volunteer coaches vs professional coaches).

2) Sport infrastructures

The second key element to consider with regard to resource maximization is the improvement and development of sport infrastructures on a country-wide scale. According to the delegates, the following actions must be taken:

- take inventory of the current facilities immediately to determine who is responsible for each one and what gaps should be filled (this measure would be taken by Sport Canada in cooperation with the sport stakeholders and would take into account the hosting of sporting events);
- work in partnership with the municipalities to inform them of the standards they must adhere to in building sport facilities;
- offer grants to the NSOs so that they can expand their membership databases and keep them up to date;
- create a Department of Sport that would be responsible for sport infrastructures and their funding;
- increase access to existing facilities;
- implement a sport infrastructure program;
- amalgamate certain of the existing resources (schools, municipalities and governments).

3) Other recommendations

To maximize resources, we would also have to emphasize the following points:

Hosting sporting events

Summit participants believe that hosting sporting events is an excellent way to improve existing facilities and build new ones, which creates long-term benefits for communities across Canada. However, we have to put a strategic planning framework in place in order to maximize the resulting benefits in the long term. We must not forget that the hosting of sporting events generates revenues that can then be reinvested in sport.

Funding

Everyone agrees that federal and provincial governments must increase funding to the sport system. In this regard, one of the proposals was that the federal government increase its financial contribution to the provinces through transfer payment programs. The provinces, in turn, should increase sport funding to municipalities.

Research

A number of delegates have mentioned that it is crucial to attach more importance to sport research; this will help to increase participation in sport and high-performance excellence. The acquired knowledge and data would have to be combined, particularly the data on the benefits of sport with regard to health, crime-reduction, social and economic development and sport medicine. To this end, we could create an entity dedicated to research.

VIII. Immediate Actions – Announcements Made by The Honourable Denis Coderre

In a speech delivered on the last day of the Summit, Mr Coderre announced a number of immediate actions to be taken:

- The Government of Canada will provide Sport Canada with an additional \$10 million per year for three years. This will raise Sport Canada's annual budget to approximately \$95 million.
- An Advisory Council will be formed to advise the Secretary of State on implementation strategies for the proposed Canadian Sport Policy over the next 12 months. The Advisory Council is comprised of Raymond Coté (Sports-Québec), Bruce Kidd (University of Toronto), Marion Lay (Pacific Sport), Ian Bird (National Men's Field Hockey Team), Joan Duncan (Commonwealth Games), Renaud Beauchesne (National Sport Federation), Scott Logan (Sport Nova Scotia), and Alwyn Morris (Aboriginal Sport Circle).
- A committee, led by David Parkes (Curling) and Bob Nicholson (Hockey), will be established to develop a high-tech communications model to link all sport organizations and multi-sport organizations at the national and provincial-territorial level.
- Athletes Ian Bird, Lisa Ling and Chris Wilson will develop a pilot mentorship program to help prepare athletes to serve as role models in Canadian society.
- The recommendations of the Coaching Working Group (chaired by Dave Johnson and Danielle Sauvageau) concerning the professionalization and the representation of coaches and the governance of national coaching associations will be considered for implementation.
- The Government will consider base funding to all National Sport Organizations (NSOs) after the completion of an evaluation. Program funding would be based on performance targets and be conditional on the Government of Canada's accountability framework. NSOs will have to commit to the National Alternate Dispute Resolution System and demonstrate their working relationship with member Provincial Sport Organizations. NSOs will also have to consider the merit of consolidation where appropriate to obtain organizational and programming efficiencies.
- Claude Chagnon, Charmaine Crooks, and George Heller will lead a special Task Force to look at a new way of contributing financially to amateur sport in Canada. The Task Force will consist of approximately 15 corporate leaders whose identity will be confirmed in the near future. Within the next six months, the Task Force will recommend options for new funding arrangements for amateur sport (e.g., a Foundation or Special Fund).
- A Federal Inter-Departmental Committee led by Canadian Heritage with representation from Health, Justice, Indian Affairs and Northern Development, Human Resources Development Canada, and the Solicitor General will discuss how to improve the participation of Canadians in sport and physical activity.
- The Government of Canada will continue to work co-operatively with the provincial/territorial departments responsible for amateur sport and the sport community to finalize the Canadian Sport Policy.

- The Government of Canada will examine the existing federal legislation for sport with a view to modernizing the legislation so that it reflects the Government's current and future role in sport.
- The Government of Canada will lead efforts to develop, in cooperation with the sport community, a national hosting strategy for major multi-sport games and national and inter-national single sport championships.

C O N C L U S I O N

The National Summit on Sport involved approximately 400 representatives from all sectors of the sport community, including provincial and territorial governments, national and multi-sport organizations, education, recreation, fitness, health, media, professional sport, corporate sponsors, athletes, coaches, officials, volunteers, women, visible minorities, Aboriginal people and persons with disabilities.

Summit delegates overwhelmingly endorsed the direction of the proposed elements of the Canadian Sport Policy as presented in the discussion paper. Indeed, according to the Summit evaluation filled in during the event, some 96% of respondents agree that participation, excellence and capacity building should be the pillars of a new Canadian Sport Policy, which should also address accountability and transparency in sport organizations.

One of the principal objectives of the Summit was precisely to determine the priority actions related to each of the policy pillars. A very clear consensus emerged in this regard. In terms of participation, sport and physical education at school must be emphasized, physical activity should be promoted on a large scale and sport should be accessible to all. As for excellence, the participants reinforced the need to professionalize the coaching function, establish an integrated sport system and set performance and accountability objectives. Finally, human resources development, and the improvement and development of sport infrastructures are essential for building capacity. The Summit therefore enabled delegates not only to reiterate the recommendations gathered during the regional consultations, but also to clearly propose which measures must be made priorities.

As was the case during the regional consultations, Summit participants appreciated having the opportunity to meet each other, converse and establish new contacts. For example, some multi-sport organizations met and established stronger partnerships. The Honourable Denis Coderre's announcement on the creation of various advisory committees is also a sign of future partnerships. In this regard, the representatives of a number of organizations expressed concern about being left out of the next stages of the transformation of the sport system that will take place in the coming months. In answer to these concerns, Mr. Coderre reiterated his firm commitment to continue to call upon all sport partners, in a spirit of cooperation, transparency and openness.

Thanks to the regional consultations held across the country and to the National Summit on Sport, the representatives of all areas relating to sport were able to voice their explicit desire to work together towards common goals and to mobilize towards the development of a national sport policy and a related action plan. It is this common desire for concerted action that constitutes, without a doubt, the greatest success of the regional consultations and the National Summit on Sport.

A P P E N D I C E

Guest Speakers

1. Mr. John Bitove – Toronto 2008 Olympic Bid

John Bitove is the volunteer President and CEO of Toronto's 2008 Olympic Bid Corporation. He was the head of the organizing committees that brought the successful World Indoor Athletics Championships and World Championships of Basketball to Toronto in 1992 and 1994 respectively. In 1993, he founded the Toronto Raptors Basketball Club.

Ladies and Gentlemen,

I want to begin by thanking the Prime Minister, Mrs. Sheila Copps and Mr. Denis Coderre for the support they have given to the Bid for the 2008 Games and the commitment their government is making to the national sport system in Canada. But above all, I want to acknowledge and thank all of you here tonight who have participated in some aspect of the 2008 Bid.

If you are as passionate about Canada and as passionate about sports as I am, there are some things we have to recognize: a) fewer Canadians are participating in sport than ever before; b) fewer women than men are participating in sport; c) fewer Canadians continue to participate past their twenties; d) only a little more than half our children are actively involved in sporting activities; e) there is a growing gap in participation levels between lower and higher income Canadians; f) community recreation programs and facilities are under-funded; and g) athletic programming and physical education in the public school system are deteriorating.

Most of the shortcomings that currently exist in the Canadian sport development system are not new. They were known to the sport community, including governments, ten years ago and were revealed in the 1990 Dubin Report and the 1992 report entitled *The Way Ahead* – one of the most comprehensive reviews of the sport system ever undertaken.

Some worthwhile initiatives emerged from this period. For example, Canada's global leadership in the fight against doping in sport. But, by and large, we failed to seize the momentum created ten years ago. I think we can all agree that Canada can be so much more successful when it comes to the three important components of a national sport plan:

- high performance sport;
- sport at the community level;
- our role in international sport.

What has been missing through all these years is the joint resolve to tackle and solve the problems. We have to find a way to come together and provide the opportunities for people to get involved in sport and to succeed at whatever level they choose to compete.

By bringing us all together, Denis Coderre is giving us an opportunity to build a future for sport in Canada that meets the needs of athletes and coaches and embodies Canadian values. And by bidding for and winning the right to host the Olympic Games and Paralympic Games in 2008, we have a tremendous opportunity to create a powerful sport legacy in Canada. We can build on the success of Calgary and do for summer sports what Calgary has done for winter sports.

In many ways what we have done in Toronto over the past four years can be an inspiration to everyone in this room. We have built our Bid on Canadian values, such as inclusion and diversity, friendship and responsibility, honesty and excellence. We believe that athletes best represent those values.

Our Olympic Bid is about sport. We believe in the power of sport, and we challenged all of our communities, the three orders of government and corporations to put aside their differences and get behind our Bid. And they have responded enthusiastically. We have built a coalition of communities in the most diverse city in the western world. All three orders of government have worked together to support our Bid and never in the history of the Olympics has a city built such a strong coalition of athletes nor relied upon athletes as we have to develop and promote our Bid.

Our approach to developing the Bid has had some important successes, such as being a catalyst in breaking the political gridlock that plagued the Toronto Waterfront Revitalization for decades.

We have recruited a large number of diverse stakeholders and created solid partnerships that allowed collaborative vision-building and problem-solving. Furthermore, we assembled a political constituency and generated political will to find and pursue solutions. All of these networks and all of this energy can be harnessed to develop the best national sport system in the world. If we can do this to bid for and win the Olympic and Paralympic Games, surely we can do the same for the national sport system in Canada.

A successful Bid in July will provide a seven year timetable – a concentrated focus for governments, the private sector and most importantly the Canadian public – to channel interest, goodwill and, ultimately, the necessary resources into sport development. We can then capitalize on a groundswell of support that will allow us to institute changes and improvements that otherwise might prove impossible.

An effective partnership and shared plan among stakeholders will guarantee a sport facility and program legacy for both community participation and the development of elite athletes. In this regard, the Toronto 2008 Legacy Plan is based on three components: facilities, leadership, and participation.

In terms of facilities, the legacy is anchored by new permanent installations, namely two aquatic centres, the velodrome, the Olympic Stadium and the rowing basin. Other facilities include the equestrian centre in Palgrave and the white water kayak course in St. Catharines.

It should also be mentioned that high school and university facilities across Toronto are designated training centers and, as a result, will receive new equipment, upgrades, and improvements. In all, the improvements

to community-based facilities will upgrade more than 100 recreational and sports facilities and create a renewed infrastructure and build community participation in sport.

The new competition venues will provide the facility base for a strengthened National Sport Centre in Toronto. They will provide significant program enhancements and leadership to a proposed provincial network of regional sports centres. That is to say that innovations resulting from hosting the Games will be passed on to member centres and institutes across Canada.

In this process, we hope to restore Canada's leadership in the provision of facilities and programs for sports training and development and reverse the exodus of Canada's athletes to the United States, Europe and the rest of the world. Let's not forget that these facilities also expand our capacity to assist developing nations to train their youth. In all, we can achieve important benefits for our youth at home and for Canada as a nation.

The second component of our Legacy Plan is leadership and we have already begun to build the leadership to put our legacy plan into practice.

First and foremost, we have created Team 2008, a group of Olympians, Paralympians, World Champions and grass-roots athletes who promote sport and the 2008 Bid in their communities. Team 2008, working with the Bid, created The Foundation for Athletes and Sport Training, or FAST. It is a not-for-profit foundation that will provide funding for junior athletes to pursue their sport dreams. Fifty per cent of the proceeds from the sale of TO-2008 merchandise and 2% of the Bid's sponsorship revenue provides the funding for FAST. The Foundation will also accept donations from individuals. The Province of Ontario has partnered with us on this initiative and will provide a dollar for every dollar raised by FAST to a maximum of \$10 million over 3 years.

Through a partnership with Toronto Parks and Recreation and Nike Canada, TO-2008 has also developed Coaching for Excellence, a program to train local-level university-aged coaches. More than 200 participants in Toronto and Hamilton have been trained since we began. Currently we are putting in place plans to expand this program to communities across Canada.

Through a partnership with the Commonwealth Games Association and their Commonwealth Sport Development Project, and with the support of Sport Canada and the Canadian International Development Agency (CIDA), TO-2008 has worked to expand the Canadian Sport Leadership Corps. This program provides placements for Canadian-trained physical educators and sport administrators in developing countries. Twelve young Canadians will be placed on year-long assignments, including orientation and training. In 2002, a domestic version of the Sport Leadership Corps will be piloted.

The third component of our Legacy Plan is participation, which has been the strength of our Bid so far. Actually, our goal is to enhance opportunities for all Canadians to participate in sport. To do this, it is important that we work together to take the following actions:

- provide adequate and appropriate physical education and physical activity in schools;

- ensure that community recreation programs are available and affordable to all children;
- develop a full range of sport programs including those that emphasize participation rather than competition;
- ensure universal physical education and access to community-based recreational programs in every province, city and town in Canada.

We truly believe that winning the right to host the 2008 Olympic and Paralympic Games can be a powerful catalyst to put this legacy into place.

The Evaluation Commission that recently visited Toronto is mandated to focus on objective measures of each candidate city's capacity to host the Games under favorable conditions to all participants, especially athletes. The Chair of the Commission, Hein Verbruggen, articulated five key strengths of our Bid:

- (1) involvement of Olympic and Paralympic athletes,
- (2) professionalism of the Bid team,
- (3) solid support from the three orders of government,
- (4) favorable public opinion and
- (5) the sports concept – a compact Games featuring 25 venues within six kilometers of the athletes' village.

What can we do starting today? First, we can work together in a collaborative way to eliminate the gaps and weaknesses in our sport system to support our athletes who pursue participation and high performance.

Second, now is the time for government and corporations to increase their investments in amateur sport and physical activity.

Third, we have to commit to a seamless sport development system that is athlete-centred and based upon Canadian values, shared leadership and accountability.

Fourth, we have to develop a shared approach that empowers the individual partners and rewards collaboration and cooperation.

Finally, we have to effectively mobilize popular support for amateur sport and ensure that support is vocalized to our elected leaders at all levels.

As the leadership core and support network of the 1.7 million coaches, 940,000 referees, officials and umpires and the 1.7 million other adults involved in amateur sport as administrators and helpers – I challenge you to recognize and take advantage of the two significant initiatives that are both presented here today:

- (1) Denis Coderre's championing a Canadian Sport Policy and
- (2) Toronto's Bid for the 2008 Summer Olympic and Paralympic Games.

There are 76 days remaining until the IOC selects a Host City for 2008. As stewards of your sports, you can expect that, while the benefits of hosting the Olympic and Paralympic Games in Canada will accrue to all Canadians, it is your sports and members who will realize the greatest rewards. In that sense, we must redouble our efforts and work our networks to carry our message to sport leaders in Canada and abroad. We must let them know that Canada has a serious Bid that will benefit the worldwide Olympic and Paralympic Movements and that Toronto wants to and is able to host successful Games that will benefit all Canadians, but especially those who care deeply about sport.

In closing, I want to remind you that in 2008 it will be one hundred years since our Olympic team first wore the maple leaf as they marched into the Olympic Stadium in London, England. Not since the Trudeau government revolutionized the Canadian amateur sport system in the run-up to the Montreal Olympics have we had the opportunity we have now to strengthen Canadian unity through participation in sport and recreation.

It will take new solutions and the combined efforts of all of us in this room, but now is the right time to start building a sport legacy for the 21st century for all Canadians.

Thank you.

2. The Honourable Allan Rock, Minister of Health

It is with great pleasure that I am taking part in the National Summit on Sport. There is no doubt that this event is a tremendous success. In starting, I would like to congratulate my friend, Denis Coderre, for having organized such an event and for the excellent work he has done since his nomination as Secretary of State for Amateur Sport.

It is entirely fitting that a Minister of Health should be at a conference talking about sport, physical activity and fitness. You know, I like to remind people that I'm the Minister of Health, not the Minister of Illness! Health is where we should keep the accent and that is why my department puts such a tremendous accent on health promotion, on disease prevention, on finding new ways to inspire Canadians to stay healthy by encouraging healthy lifestyles.

Let me just give you some selected statistics, as if further proof was needed of the connection between sport, fitness and health. First of all, we know that even moderate daily physical activity can significantly improve the health of Canadians and yet two thirds of us do not achieve enough activity to have those benefits. Statistic number 2: physical inactivity costs the Canadian health-care system at least \$2.1 billion annually in direct health-care costs. It is also hard to believe that two thirds of our kids are not active enough to become fully healthy. This is unacceptable. This must change.

Thirdly, we all know that, as we get older, things change, but one half, one half, of the functional decline that occurs in individuals between the ages of 30 and 70 is directly attributable to a lack of physical activity, not aging itself. So there is the secret to staying young. There is the secret to hanging on to our youth.

Let me also mention that one third of Canadians are overweight and that obesity increases the risk of illnesses, including heart disease and cancer. Type 2 diabetes has now become epidemic in our country. It is one of the fastest growing preventable diseases, which contributes to 5,500 deaths in Canada each year. Lastly, physical inactivity past age 50 creates the same risk of premature death as smoking cigarettes. It is a major cause of mortality in Canadian adults.

So what further proof do we need that we are all in this together? We have to take the opportunity to increase awareness among Canadians of all these important connections that we are talking about. And nowhere is that more important than in the Aboriginal communities in this country, where the health statistics are simply appalling and where all the trends I spoke of in the general population are that much more focused.

That is why we need to draw attention to role models, like Ted Nolan, like Phil Fontaine, to inspire young people in Aboriginal communities to adopt healthy lifestyles. I don't know if you saw last night what I did on the CBC national news. There was a fantastic feature about a community where the elders had put the focus on sport and they interviewed a 15-year-old kid whose life was changed when he discovered that he could put his energy and his focus and his ambitions into hockey. He wanted to become a player in the NHL and his life began to revolve around that and he focused on his health and he focused on his sport, on his team and he had a goal that he could work towards and, you know, the story was that that whole community was transformed.

Talk about the power of amateur sport, talk about the power of activity! I can give my own modest story. I started smoking cigarettes when I was 13 years of age and I never quit. I smoked through school, I smoked into young adulthood. After I left school, I started to work and my job was sedentary. I wasn't active at all and, finally, when I got to that point in my life where I had married and we decided to have children and we were about to have our first, I looked at this package of cigarettes and came to the conclusion that it was standing between me and literally living a full life. I finally threw my cigarettes away and got on with my life. I had never been terribly much involved in sports but I got involved in running and seven months after I quit, I ran my first marathon and every year after that for several years. Exercising has become such an integral part of my life that I can't imagine living without it. I try to share that message with others and it is important in this line of work not to be preaching. I'm simply here to say from my own modest personal experience how sport can make an enormous difference in life. It can make an enormous difference in the lives of so many Canadians.

The Government of Canada has to take responsibility for this issue. We have known for some time now that there is a real need for Canadians to live a more active life. At the federal level, we want active living to become a social value, a social norm. We want to better promote active living so that it becomes an important part of the lives of Canadians, so that they are inspired to stay active at all ages, to adopt a healthier lifestyle. This will also have a positive impact on the health-care system.

Fitness is one of the many responsibilities of Health Canada and we work in partnership with Denis Coderre in meeting that responsibility. We know there is much more to do, but let me just tell you some of the things that we are doing together. We are working on social marketing initiatives such as SummerActive to

urge Canadians to be more active and to facilitate their access to physical activity through various community actions. We also work in close cooperation with many individuals and organizations to promote the concept of active living. For example, two years ago, some 450 groups got together to create the Active Living Coalition for Older Adults, an initiative we will be sure to continue.

In 1998, we published *Canada's Physical Activity Guide to Healthy Active Living*, which is meant to help inactive Canadians to take their first steps towards regular physical activity. This year, we will also publish special documentation for young people, school educators and parents. Provincial and territorial governments as well as some 50 national organizations have unanimously supported the publication of those guides.

We are also investing in research to broaden our understanding of the effects of inactivity and how to motivate Canadians successfully to become more active. We are constantly updating and marketing our food guide for healthy eating, and recently we proposed regulations that will mandate nutritional labelling on all food products so Canadians will know what to look for when they are buying food products. We are carrying on an energetic battle against tobacco and I will have a few more words to say about that in a few moments. We are funding the Canada Health Network, which is on-line and which is a Web site that provides access to objectives and complete health information, including information about activities.

We are setting targets. Ministers responsible for fitness have determined that, by the year 2003, two years from now, acting together, we want to reduce by 10% the level of inactivity in Canada, and Health Canada is spending millions of dollars every year to support community and provincial and national groups that encourage fitness.

What can we do in partnership? All of you who are in this room, you represent an enormous amount of energy and a great opportunity to put fitness and healthy lifestyles higher on the national agenda. Each of you can be an ambassador for fitness. Each of you can serve as a role model for youth and help us inspire the nation to live a healthier life. You can also help us achieve the goals of preserving our health-care system. Everybody talks about the pressure on Canadian medicare. How are we going to be able to afford what we are providing as services as the population ages, as the cost of technology increases, as pharmaceutical products become more expensive? Two weeks ago the Canadian Cancer Society issued a news release and a physician with the society said that we could cut in half, cut in half, the projected increase in the incidence of cancer in this country by changing the way we live.

Can you imagine reducing by one half the burden on the health-care system in the course of the next 20 to 25 years? Isn't that one of the answers we should look to when we are examining the question of how will we keep health care sustainable into the future? Isn't that an objective which is worthy as a national goal and isn't that something we should work for together?

One of the things we have done this weekend, that Denis and you have done this weekend, is to create a momentum. All the groups have been brought together through the consultation process, to the regional

conferences and now, to this summit. We have had the Prime Minister here, we have had a complete agenda of how we are going to organize ourselves, but that momentum has to continue. We have to drive it forward and take advantage of it.

That agenda includes making Canada a nation of excellence in terms of achievement and international sport. It includes providing opportunities to communities across this country, for boys and girls and men and women to engage in amateur sport. It includes money so that we can support the efforts that are required (whether it is equipment or premises). But that agenda must also include health. It must include physical activity for health and it has got to involve partnerships. Let me give you an example.

Ten days ago, we announced that we are taking aggressive steps in relation to tobacco. We have already got the strongest and the toughest tobacco act in the world. That was adopted four years ago and we have done some very valuable things in terms of advertising, sponsorship and labelling. But if we are going to reduce the level of tobacco use in this country (and it is public health issue No. 1, contributing to 45,000 deaths a year), we are going to have to do lots of things together. We need to enforce the *Tobacco Act* and include restrictions on advertising and sponsorship; we need clear labelling to warn the public about the dangers. We also need a smart and effective campaign to encourage people to quit smoking and to encourage kids not to start. Part of the announcement, a couple of weeks ago, was a significant increase in taxes because there is a correlation between the cost of cigarettes and the incidence of smoking among youth.

We also put aside up to \$110 million a year from Health Canada to fund activities across the country to bring down the level of smoking. What better way to persuade kids that it is not cool to smoke than to have one of their sports heroes, one of the people they look up to, walk into their classroom and tell them that it is not cool to smoke? What better way to turn their attention away from the tobacco industry and towards us, towards health, towards achievement than to have someone they admire and respect speak that message?

I have got a 16-year-old daughter and two 13-year-old sons. They are at the prime age for victimization by the tobacco industry and I tell them my own experience and I encourage them not to smoke. But you know, that would be listening to their father and who listens to their father? Let alone who listens to the Minister of Health! But if athletes they look up to were to walk into their classroom and tell them, that would mean something pretty special. I think we have an enormous opportunity for partnerships, working together to channel our energy in the same direction and to target kids just the way the tobacco industry does, except target them for good.

Can we do that together in the years ahead? I appreciate your enthusiastic support, and Denis Coderre and I will be working closely together to take advantage of your willingness to help. I believe that, working together, we can make Canada a healthier nation.

Thank you very much for everything you have done, and I look forward to working with you in the future.