

## **Fitness and Amateur Sport Program**

Plan, designed to bolster preparation for the Olympic Games, provided special assistance to Canada's world-ranked athletic talent in the Olympic disciplines. The Arctic Winter Games were conceived as a social and cultural as well as athletic gathering for the inhabitants of the Arctic.

By 1973, the Directorate had been elevated to branch status under its own Assistant Deputy Minister and the Program had been transferred to the health side of the Department, in recognition of its comprehensive "lifestyle" orientation.

In 1976, the first Minister of State for Fitness and Amateur Sport was appointed.

### *Aims*

The principal purpose of the Fitness and Amateur Sport Branch is to raise the fitness levels of Canadians and improve their participation in physical recreation and amateur sport. To this end, the Branch pursues three subordinate aims:

- (1) to increase the appreciation for and understanding of fitness, physical recreation and amateur sport;
- (2) to assist, co-operate with and enlist the aid of groups interested in furthering the development of fitness, physical recreation and amateur sport;
- (3) to improve the quality of participation by Canadians in physical recreation and amateur sport.

The Branch pursues its twin goals of fitness and mass participation in sports, on the one hand, and excellence in sports, on the other, chiefly by means of financial contributions and a variety of consultative services.

