

*Olympic Bill*

Olympic games would extend beyond the enactment of enabling legislation. While making it clear that the federal government is not managing or controlling the games, the Prime Minister accepted the fact that the large influx of Olympic participants and spectators would place additional pressures on various services which, in the very nature of things, would have to be provided by the government of Canada.

The Prime Minister referred to CMHC funding for an Olympic village, later to become part of Montreal's housing stock. He noted the CBC's participation as host broadcaster would require some \$25 million, and in addition that increased costs as a result of the Olympics might total \$20 million. Moreover, the Prime Minister suggested that the government might be willing to make certain specialized personnel available to the games organizers. I will later review in detail the nature and scope of the federal involvement to assure this House of the government's readiness to discharge responsibilities in the most effective way.

*[Translation]*

Mr. Speaker, the Act respecting the 1976 Summer Olympic Games consists of five precise provisions, on Olympic commemorative coins, Olympic commemorative stamps and related products, an Olympic lottery, the establishment of an Olympic Account in the accounts of Canada and the granting of tax-exempt status for gifts made to COJO. I propose to deal with each of these items in the above order.

If Parliament gives its approval, the Royal Canadian Mint will produce \$5 and \$10 silver coins to commemorate the 1976 Summer Olympic Games. These commemorative coins are intended for sale to collectors, and it is not expected that they will be put into circulation.

In fact, Mr. Speaker, the government intends to supervise the implementation of this program very closely, and to take whatever measures are required if these coins are not kept as souvenirs.

Provision has been made for the federal government to set up a special marketing group, under the direction of the Postmaster General (Mr. Ouellet), to be responsible for the promotion and merchandising of these coins, both in Canada and abroad. The number of designs will be set on the advice of an advisory marketing committee, which will take into account the reactions of coin and souvenir collectors. The coins will bear designs on the theme of the Olympics, and will be stamped with the dates 1973, 1974, 1975 and 1976. A sufficient quantity will be struck to satisfy the demand from coin and souvenir collectors. The Olympic coin designs will be chosen on the recommendations of a special advisory committee. Both the marketing and the advisory committees will include federal government and COJO representatives.

The federal government will keep exclusive responsibility for the production and marketing of Olympic coins. The issuance of those coins and the protection of their value are a federal government responsibility which must be most strictly exercised.

The coin marketing group will work in very close cooperation with the present post office marketing group

[Mr. Drury.]

which will take care of the marketing of the stamps and postal related products.

• (1520)

*[English]*

This is a new venture for Canada and one that has been broadly discussed, particularly in the media. There has been wide speculation as to the potential size of the domestic and international markets for such coins. It is difficult for the federal government to predict what the effective demand will be, but we will pursue this marketing task with energy and enthusiasm.

If parliament endorses these measures, it is expected that \$5 and \$10 commemorative coins will be available for sale to collectors toward the end of this year. Production costs, as well as distribution and promotion costs, will be charged against gross proceeds from coin sales with the net proceeds going to COJO.

With respect to special Olympic postage stamps, Mr. Speaker, the government proposes, if parliament agrees, to issue special postage stamps and postal-related products, beginning late in 1973, with additional issues in 1974, 1975 and 1976. The net proceeds received from the sale of such special postage stamps and postal-related products would be paid to COJO. My colleague, the Postmaster General (Mr. Ouellet), will elaborate on the details of this proposal later in the debate. In general, however, it is intended that the calculation of net revenue from the sale of special Olympic postage stamps will be made according to the source of that revenue. A distinction will be made between stamps which are sold for postal purposes and those which are sold to collectors for philatelic purposes.

Sales made directly to stamp collectors from the various philatelic counters operated by the Post Office Department will be readily identifiable, and the revenue from such sales will be credited to COJO after all costs to the federal government have been deducted. As with all commemorative stamps, where Olympic stamps are sold for postage purposes the revenue will be considered part of the Post Office's normal postal revenue. The Post Office also proposes to issue special commemorative postage stamps which will bear a surcharge, in which case the added value will be credited to the special Olympic account. Such stamps will be valid for postal use. For example, Mr. Speaker, a person will pay 10 cents for an Olympic postage stamp marked 8 cents plus 2 cents. In that case the 8 cents will be considered normal postal revenue, and the 2 cents, less administrative costs, will be considered a contribution by the purchaser in support of the Olympics.

In the case of Olympic postal-related products, such as plaques, souvenir albums or folders, where the item is not of the type that could be used for the payment of postage, the net proceeds after deduction of total costs will be payable to COJO.

*[Translation]*

Mr. Speaker, I want to be clearly understood. The operations related to the special stamps and postal products as well as their sale will be closely watched by the federal government on the basis of the same high standards which earned the exceptional credit enjoyed by Canadian stamps from stamp collectors.