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"The primary thing we need to get going," John Bales, a technical consultant at the Canadian Coaching Association said, "would be to start paying coaches through some kind of government assistance program. Support for coaches is the weakest link in our system."

If well-trained and salaried coaches are a rarity then so too are centralized sports facilities for our top competitors. Eric Broom, a University of British Columbia sports psychologist, travelled throughout Europe in 1980 examining sport systems.

Upon returning he concluded in a research paper Canada should establish national sports training centres. He sees these as an ideal way to bring in "support services" such as sport medicine doctors and athlete testing systems. In his paper he

of the national weightlifting team, said, "It would bring together all the top lifters in the country...They could spend their time training, not thinking about where to go grocery shopping or how to get home that night."

*Challenge to the Nation*, Gerald Regan's first policy paper (1980) on sport, said the government may soon have to consider aiding universities in providing scholarship money. The athlete drain to the United States universities has been a continuing problem.

The Canadian Interuniversity Athlete Union (CIAU) received a substantial part of their funding to hold national championships from Sport Canada (close to one million dollars).

But Pat Duprey, the Sport Canada liaison with the CIAU, said the quality of



Photo by Rex Giguere

*"Politics in sport may be a worrying thing," Hoffman says, "but it is a reality. You have to avoid the head-in-the-sand approach. We have to use politics to our advantage."*

pointed out that such centres are used in both communist block and West European countries such as Germany.

Broom recommends making more effective use of the universities. "In Canada at this time we have a magnificent opportunity to develop on university campuses sports institutes which, in combination with the already existing functions, could evolve into comprehensive centres for sport development and study. We have the opportunity to bring together the athlete, coach, researcher and student coaches, teachers and administrators."

"If I could wave a magic funding wand, the first thing I'd do is build a national training centre," Terry Hadlow, a member

of the national weightlifting team, said, "It would bring together all the top lifters in the country...They could spend their time training, not thinking about where to go grocery shopping or how to get home that night."

Many Ontario and Quebec universities say they don't have the money needed to offer scholarships. Other universities are offering \$1,000 scholarships but even these small programs have caused rifts within the Canadian Intercollegiate Athletic Union.

If educational institutions are reluctant to pay for elite sport, then so too is the private sector.

According to *Challenge to the Nation* the private sector contributes only about ten per cent of amateur sports funding.

But both Pound and Hoffman say success will lead, in a sort of chain reaction in sports interest, to an increased private sector investment in amateur teams.

Past performance shows companies like to sponsor popular teams which win. The highly successful Canadian swimming team is one example. Imperial Oil has given the Canadian Amateur Swimming Association \$1.6 million since 1978, \$400,000 of it this year alone.

"After a major splash by an individual on the international scene," Ken Porter, a national track coach, said, "there is great growth in that sport back home." He said Ski Canada has grown enormously since the success of Steve Podborski and Ken Read. As the profile of amateur sports ascends, then private company interest follows.

And if everything falls into place? Hoffman says Canadians should be treated to some surprisingly good performances.

Canadians have the potential to be the fifth-best nation in summer sports and the third-best in winter sports.

In the interim, Canadian amateur sport remains somewhat of a gangling teenager — eager, with the basic tools in place but still uncoordinated.

Sports pools, along with continued revenues from lotteries, will be the elements required to tighten up the muscles, broaden the shoulders and finally create a coming of age in international sports. "The alternative," Porter said, "is mediocrity...and Canadians are tired of being cast in that mould."

The Gateway is having its own version of Oktoberfest on Thursday October 14. The gala event will be held in room 142 SUB and commence at 5:00p.m. and end at 8:30p.m. The purpose of this social is to allow you to talk to us about the paper and how you would like to contribute. If you have ever had an interest in journalism then come out and meet this year's staff. Instead of just another rookie night, you can come out and have a beer or glass of wine while you talk to us about the Gateway. Hot dogs and hot coffee will also be available.

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