

- to facilitate communications leading to the development of national plans;
- to equalize opportunities for all Canadians;
- to conduct research and distribute information based on results;
- to encourage innovation through pilot or demonstration projects.

In direct service to the public, Fitness Canada produces and distributes numerous publications. Themes for publications include fitness for older Canadians, fitness for blue collar workers, and fitness and pregnancy. Approximately 700 000 pieces of literature are distributed annually.

### *Sport Canada*

Sport Canada is the directorate that focuses on the development of excellence in competitive sport. It has as its mandate:

- to provide leadership, policy direction and financial assistance for the development of Canadian sport at the national and international levels; and
- to support the highest possible level of achievement by Canada in international sport.

The major goals of Sport Canada are:

- to co-ordinate, promote and develop high performance sport in Canada in conjunction with recognized national sport organizations;
- to assist in the development of domestic sport in Canada in those areas requiring co-ordination at the national level;
- to provide administrative and technical leadership, policy direction, consultative services and financial resources that will enable national sport organizations to function effectively as the primary agents for excellence and co-ordinated sport development in Canada;
- to develop federal government sport policies.

Sport Canada provides contribution funding to support:

- the administrative and project costs of national amateur sport organizations to assist in the promotion and development of amateur sport for Canadians;
- the National Sport and Recreation Centre toward the costs of services to resident and non-resident sport organizations;
- the academic, living and training expenses of outstanding amateur athletes; and
- payments to sponsoring organizations of regional, national and international multi-sport games, and toward the capital and operating expenses of the games hosted in Canada.