

CANADA'S FITNESS AND SPORTS PROGRAMME

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the event and presented a most attractive summary of its highlights on a TV programme later on in the week, so that thousands more viewers were able to see it. The Department was fortunate in securing the complete video-tape at a nominal price, and we are in the course of editing this down to a 20-minute presentation, which will provide a record of the occasion and an interesting film for showing to groups across Canada. In this way, the Festival can continue to aid the Programme in the years ahead.

SPORTS AND GAMES FESTIVAL

"But now, as a pioneering body opening up new roads to fitness, we must be looking to the future and new approaches. The proposed Sports and Games Festival in 1965 -- by whatever name it may be called -- appears to have caught the public favour and to have received very considerable public support. I am told that you will be giving further consideration to this project in the two days of discussion before you. I do not have to stress the immensity of the job involved to prepare the Festival by 1965. It is one that will require full co-operation from all levels of government and from national, provincial and local organizations. A great deal of planning and organization will be required and I should be interested in receiving as much detailed information as possible regarding this proposed project. At this time, I shall content myself with wishing you well with your planning and assuring you that the Federal Government will do all it can to be of assistance.

"I might also say a word with regard to other recommendations made at your last meeting dealing with public relations and information services. You will be pleased to know that, as a result of co-operative planning between the Department and the Canadian Figure Skating Association, we are now well advanced in the production of an instructional film on this sport, together with filmstrips and loops. Some \$37,000 has been earmarked for this purpose and we hope that this will be the first of several ventures of this kind....

"I think I might specially note for your attention at this time the Track and Field Records Manual recently completed by the Department and now available for public use. This document has been very well received and will, I hope, be helpful to those concerned with track and field sports....

"...A number of organizations in different parts of Canada are now actively engaged in exploring the possibility of implementing the Duke of Edinburgh's Award Scheme and the Federal Government has been hesitant to move into an area where there is already considerable activity by voluntary agencies. Accordingly, our efforts at this time are being confined to maintaining liaison with those working on this project and to providing such technical assistance to them as they may request. I have no

doubt that, by following this course, we will eventually be able to utilize constructively all the creative work that has been done by this Council.

"Some of you will have seen reference to the statement I recently made in Parliament regarding assistance by the Federal Government to the application being made by the Calgary Olympic Development Association for the Olympic Winter Games to be held in Banff in 1968.

OLYMPIC GAMES

"As I have previously reported, the Department is providing financial assistance to CODA for its administrative and programme activities as our contribution at this time to securing the Games for Canada. This assistance is being matched by the Province of Alberta, the City of Calgary and CODA. However, the major federal assistance comes from the Department of Northern Affairs and National Resources, which, through its Parks Branch, is responsible for all facilities and services in Banff National Park. That Department is making substantial sums available for the capital construction work required before Canada's application for the Games can be submitted. The Department of External Affairs, too, has an important function to perform in securing the Games through the work of its representatives in acquainting officials abroad with the many advantages Banff can offer. To date, \$139,000 has been spent federally on this project. Northern Affairs will spend a further \$35,000 this year on capital construction required to bring the site up to Olympic standards. An additional \$25,000 may also be provided for studies by consultants, and further funds will be sought through the estimates for next year to ensure that CODA is given the utmost federal support.

"At this time, I should like to emphasize that there is strong competition from a number of countries which desire to hold the Games. Certainly, the latter will not be obtained for Canada without a considerable effort on our part! Those concerned with securing them for Canada have a big job on their hands and deserve the full support of all of us.

PRE-EMINENT CLAIMS OF BANFF

"For example, the decision of the International Olympic Committee in awarding the Games to Banff will, in the nature of things, be influenced by the actions and attitudes of those representing us in international competitions. The teams and officials who will be participating in international events this year can be strong ambassadors for Canada's efforts to obtain the Games. I should like also to stress the desirability of a united front within this country. Banff was selected by the Canadian Olympic Association as the site for which an application would be made only after a competent technical survey was carried out by the Foundation Engineering Company of Canada of all localities which had requested consideration of their claims. New stipulations for Olympic competition regarding the height

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