

Fitness and Amateur Sport Program

The Fitness and Amateur Sport Program represents the principal instrument by which the federal government discharges its commitment to contribute to increasing the fitness of Canadians as well as activity in domestic and international amateur sport.

To meet this objective, the programs of Fitness and Amateur Sport endeavour to attain the highest possible degree of success by Canadians in competitive sport and to foster extensive participation in sport and physical activity within the nation, thereby contributing to the involvement, fitness, and sense of well-being of Canadians.

The Program is organized into four directorates in Ottawa: Fitness Canada and Sport Canada are the two program directorates while Promotion and Communications and Financial Planning, Management and Services are the two service-oriented directorates. In addition, there are four small regional offices in Halifax, Montreal, Winnipeg and Vancouver. These offices are primarily concerned with the provision of information and assistance to the public and to national events (e.g., Canada Games) in the region they serve.

Fitness Canada

Fitness Canada strives to encourage, promote, and develop increased participation in physical activity leading toward fitness for all Canadians. It has as its objectives:

- increasing the motivation of all Canadians to engage in physical activity leading toward fitness;
- stimulating the availability and accessibility of programs that facilitate increased participation;
- improving the physical, social and economic climate in ways that will promote and enhance participation.

Fitness Canada financial contributions are available to organizations and for projects that are national in scope and whose objectives are consistent with those of Fitness Canada. Funding may be provided for any of the following purposes:

- to assist in the development of national programs, standards and leadership;