

The national, multi-sport Canada Games have been held every two years since 1967, alternately in winter and in summer. The Canada Fitness Award Program was launched in the schools. Grants-in-aid were awarded to student-athletes. Game Plan, designed to bolster preparation for the 1976 Olympic Games in Montreal, Quebec, provided special assistance to Canada's world-ranked athletic talent in the Olympic disciplines. The Arctic Winter Games were conceived as a social and cultural as well as athletic gathering for the inhabitants of the Arctic.

By 1973, the Directorate had been elevated to branch status under its own Assistant Deputy Minister and the Program had been transferred to the health side of the Department, in recognition of its comprehensive "lifestyle" orientation.

In 1976, the first Minister of State for Fitness and Amateur Sport was appointed.

In addition to hosting the 1976 Olympic Summer Games, Canada has hosted the 1978 Commonwealth Games and the 1983 FISU (World University) Games, both of which were held in Edmonton, Alberta. The 1988 Olympic Winter Games have been awarded to Calgary, Alberta.

The government of Canada decided to support the President of the United States' call for a boycott of the 1980 Moscow Olympic Games. The Canadian Olympic Association voted to accept the government's recommendation and, as official recipients of the Moscow invitation, so advised national sport governing bodies and Canadian athletes.

Eighty-two communities across Canada took part in the 1981 Canada Fitness Survey, the most comprehensive study of physical fitness and lifestyle habits conducted anywhere in the world. This survey was funded by Fitness Canada.

In 1982, Fitness and Amateur Sport sponsored the first National Conference on Fitness in the Third Age to create an effective forum for discussing the needs and concerns of older Canadians with relation to fitness, physical activity and a healthy lifestyle. The following year, Fitness Canada initiated National Physical Activity Week, during which Canadians across the country were urged to participate in some form of fitness or physical activity, not just for a week, but for a long, healthy lifetime.