

DIFFICULT ACCESS TO SPORTS

"There will be agreement also that changing times and patterns of living, the tremendous population growth in urban areas, the distractions of rising standards of material living and rising costs have made access to sports more difficult than in the past.

"Under this new programme we are able to reduce many of these obstacles. The Council can supply financial support, provide training for expert coaches and sports leaders so needed to making community effort successful. In short, it can help communities to help themselves in the encouragement of health, sport and fitness.

"I would emphasize that it is amateur sport which the Act is designed to assist. We honour the professional, but the professional neither wants nor needs government aid and does not look for government subsidy.

"Finally, I would like to touch on another of our objectives, and the one which has possibly received the most publicity.

DOMESTIC AND INTERNATIONAL COMPETITION

"I refer to improvement of Canadian standards in national and international competition. The history of Canadians in competition with other countries has been long and good. Whenever the Olympics are discussed, the names of the gold-medal winners are remembered with pride.

"Canadians have won 23 individual or team events for which gold medals have been awarded and we have many world championships to our credit.

"We can produce more amateur competitors of this calibre and we will. There are many young people in all parts of Canada with the athletic potential to reach the top. If they are given the tools, the training, the environment in which champions are made, they will develop. They will develop even though this programme does not concentrate all its energies - or even a great part, as some fear - on the making of champions.

"These are some of our aims. How will these objectives and aims be attained?

"Legislation has been passed which will provide the foundation for the broad approach that is required.

PURPOSE OF LEGISLATION

"The Fitness and Amateur Sport Act provides the means. Through it, assistance can be given to raising standards of athletic competition at the local, regional, national and international levels. Coaches and other personnel can be trained. We can, through bursaries and fellowships, assist in the education of the highly-trained specialists in physical education, recreation, sports medicine, physiology and the different amateur sports that are essential to the programme's success. The all-important research without which sports programmes cannot expand must be extended. We can provide recognition for outstanding achievement. We can bring together the world's best experts to advise us.

"The Federal Government has provided the framework and the material support through which 'the Thinking Thirty' can advise on goals and the methods

to reach them. The agenda which has been presented for consideration will be a guide to the difficult questions to which answers are required.

"There are many agencies, both government and non-government, that will be concerned in the implementation of this programme. Not the least of the administrative problems will be to ensure that the many organizations and persons who can make contributions to the programme have the opportunity to make their views heard.

REPRESENTATIVE SPORT GROUPS

"While not attempting to list them, perhaps special mention should be made of the important work that has been and will be done by such bodies as the Canadian Association for Health, Physical Education and Recreation, the Canadian Medical Association and Canadian universities in the fitness field, the National Sports Governing Bodies and their co-ordinating agency, the Canadian Sports Advisory Council, which speaks for amateur sport, and the Canadian Parks and Recreation Association.

"It must always be kept in mind that, under the constitution, fitness and amateur sport constitute an area in which the provinces have a primary interest. Sections 5 and 6 of the Fitness and Amateur Sport Act make provision for federal grants to the provinces 'in respect of costs incurred by the province in undertaking programmes designed to encourage, promote and develop fitness and amateur sport'.

"The importance of full provincial participation in and contribution to the programme is essential to success. Fitness is indivisible and demands a programme for all Canadians. It is not confined within provincial boundaries.

ROLE OF THE PEOPLE

"The people of each province have much to contribute and to gain from the experience of their fellow Canadians in other parts of the country. The larger provinces can benefit from the programmes developed in the smaller, and vice versa. English and French speaking Canadians can each gain from working and playing with each other. The east and west of this great country have much to give each other, and finally, let us not forget those who live in our far north - the native inhabitants of this continent. There is much that can be done for the Indian and Eskimo through this programme. There is also much that the native peoples can give to the rest of us.

"Let us never forget the many sides of our programme. You, as members of the National Advisory Council, have a responsibility for keeping its breadth and comprehensiveness in focus, for helping us to see that a reasonable balance is maintained.

"We, as members of the Government of Canada, have a responsibility for ensuring that all provincial governments have the opportunity for making their views known and that these receive full consideration in the final decisions that will be adopted. It is for this reason that the Minister of National Health and Welfare has invited the provincial ministers acting as the provincial liaison to meet with him in Ottawa later this month. Out of that meeting we hope that a federal-provincial committee at the administra-

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