

"I was tremendously encouraged by the enthusiastic response of provincial ministers to the idea of a truly national Programme, in which each province developed and played the role most fitted to it. This appeared to stem not so much from the money involved but from the fact that, while provincial needs and desires were being recognized, the Programme held out promise of providing a distinctive Canadian approach to national and international fitness and amateur sport activities. This seemed to have wide appeal, with the provinces being unanimous in their expression of support and co-operation. Frankly, I can think of no more favourable atmosphere for the future success of this undertaking....

"I have already referred to the additional grants to national organizations which have been dealt with since your last meeting.... They total \$142,800. When you add in the \$15,285 approved as a result of your initial recommendations as well as the \$30,000 grant provided to the British Empire and Commonwealth Games Association, it will be seen that total federal contributions to national organizations for 1961-62 amounted to nearly \$190,000. When the proposed \$250,000 in planning and organization grants for the provinces and the \$35,000 grant allocated to the Calgary Olympic Development Association are also taken into account, total assistance provided during the last fiscal year under the Fitness and Amateur Sport Act comes to \$437,085. I think you will agree that it is not a bad record for a programme of such recent origin and of such complexity.

BID FOR WINTER OLYMPICS

"Having mentioned the \$35,000 grant to CODA, I might add that this was provided as a result of extensive study of the situation involving the effort being made to have Banff approved as the site for the 1968 Winter Olympic Games. In addition to this assistance, of course, substantial funds will be necessary for the construction work in Banff National Park, which has to be completed before the formal bid can be submitted next year. We expect final approval in this regard very shortly with the necessary monies being charged to the budget of the Department of Northern Affairs and National Resources. We also hope that there will be widespread citizen participation in the holding of the Games if the application is accepted.

"Further, on the subject of grants to national organizations, Mr. Famer will be filling you in on the Committee's deliberations which led to the recommendations for the expenditure of an additional amount of \$142,800 for 1961-62. Like the previous grants, these were made on an *ad hoc* basis to meet urgent requirements of various groups entering representatives in international competitions, as well as for certain immediate projects in the field of fitness and amateur sport. There were other requests for assistance which the Committee felt should be held for discussion by the Council, and still others which the Committee considered should not be approved in any case....

PERSPECTIVE ON AMATEUR SPORT

"I think about the only comment I would have in this general area is that experience to date has shown

that requests for assistance in the sports field are normally more obvious and clear-cut than those in connection with fitness. To my mind, it is vital that we make progress in this area as quickly as possible. I say this particularly because of the impression which seems to have got abroad that too much emphasis has been given amateur sport in the Programme's operations to date. This has concerned me sufficiently that I devoted a fair part of a recent speech at the Carleton University in an effort to put amateur sport in its proper perspective as one means of achieving fitness. As I said on that occasion: 'Our basic aim is to improve the well-being of all Canadians through encouraging greater participation by all Canadians in vigorous physical activities. Certainly, competitive sport will be given its full due, but it cannot be permitted to dominate the Programme.'

From various indications I have received, the speech did have some effect but, of course, the best antidote to this impression is specific action in promoting fitness. In this connection, I think the announcement of grants to the provinces should be helpful in the sense of indicating our intention to reach down to the grass-roots level.

"...Before I finish... I feel I should at least touch on a number of further important recommendations which emerged from your last meeting.

ACADEMIC AWARDS

"There is, for example, the matter of a bursary-scholarship-fellowship programme. Your suggestions in this regard have, I can assure you, been receiving thorough study. The matter was also discussed at the meeting with provincial ministers. However, before final consideration is given to this subject, there are a number of aspects relating to the arrangements necessary for carrying out the Programme on which I should appreciate having the views of members of a small committee of the Council. Accordingly, I have asked the Chairman to place this item on the agenda in the hope that once we have received your further advice, it will be possible to make a definite announcement within a short time.

"On the matter of research, work has been going forward and I have every hope that an announcement will be forthcoming, probably in conjunction with the one on bursaries, scholarships and fellowships. I might add that we have also been investigating the possibility of holding a conference on the subject of research, with a view to establishing criteria to govern the making of grants. However, in this as in other areas, we propose to start off on an *ad hoc* basis in order to meet urgent requests.

"We hope to convene another conference before long in line with your suggestion for a meeting with the operating agencies and other groups active in non-competitive sport. In fact, one of the first tasks of the National Director - whom we hope the Civil Service Commission will be in a position to select shortly - will be to work out the necessary arrangements for this conference.

"While I would not want to give the impression that we intend to operate this Programme on a 'conference basis', I must tell you we are also giving consideration to the holding of a meeting on mass media.