

the Minister and the Government have dismantled that mechanism?

Mr. Jelinek: Mr. Chairman, first, the question is a hypothetical one. The Corporation was not making money. I could sit down right now and feel satisfied that I have answered the question but I will not sit down. We made a commitment with the provinces in 1979 that we were going to hand over, in return for \$35 million a year, the lotteries to provincial jurisdiction. That is what we said in 1979. That is what we did in 1984 and what we have concluded doing today.

Mr. Marchi: Mr. Chairman, the Member talked about courage, yet we do not see any courage toward letting Canadians know how the Minister and the Government will be doing things.

If we take the example of the Sports Pool and the lotteries, a method not new to other countries to help sports organizations, if we were to create that type of mechanism and atmosphere and we were making enough funds to help the sports organizations, would he be in favour of that?

Does the Minister agree or disagree with the Canadian Olympic Association which has gone on record in the debate of June 1984 and since then that it is in favour of a sports pool and lottery concept as a way of complementing any funds from the national Government to help sports organizations? Is the Minister agreeing or disagreeing with the Canadian Olympic Association in that regard?

Mr. Jelinek: Mr. Chairman, in answer to the first part of the Member's question, which was a repeat of a question he put earlier, this time let me say his question is hypothetical. He is asking if it would have or would not have. The question is hypothetical and it does not require an answer.

As to the second part of the question, I have always considered ways and means of raising additional funds for amateur sport and how best we can go about doing that. I have concluded that the best way is to approach the private sector in a co-operative and a business-like fashion. I am very pleased to tell the Hon. Member today that I will be making a comprehensive announcement in that regard within the next few months.

In the meantime, I should let the Hon. Member know, as I said earlier, but I want to underline the fact that because of the position I have taken over the last 14 months, amateur sports has received in Canada tens of millions of new dollars from the private sector as a result of the challenge that I put out. I am delighted that the private sector has responded and responded effectively and well for the benefit of amateur sport in Canada.

Mr. Marchi: Mr. Chairman, the Minister of State for Fitness and Amateur Sport gives the impression that since he took the office of Minister he has been responsible solely for the corporate sponsorship or dollars flowing from the private sector. He should know and point out clearly, especially since he comes from the sports milieu, that the corporate sector has

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always picked up a good share of costs of sporting activities whether skiing, hockey, basketball or what have you. No one is denying that. I do not think it is incumbent upon any individual Member of this House to say it is because I am there that all the corporate sponsorships have been coming through the pipeline. I have talked to a number of individuals in Toronto organizing on behalf of sports and interfacing with the business community. They are quite taken aback that somehow this Minister is claiming that victory for himself and the Government.

We all know that in the past, in the present and I am sure it will continue in the future that the corporate sector will interface with Government, not only in sports, but in a wide scope of Government areas. We should encourage that. We are looking also for something a little more tangible.

The Minister in his statements and in recent accounts in the newspaper said that once we dismantle this aspect, we will be bringing in another scheme to take the place of sports bodies resources. I would like to know where that scheme is. Can he illuminate this House as to his plans? He failed to answer my other question. Does he agree or disagree with the Canadian Olympic Association which favours sports lotteries and sports pools in order to raise funds for the Olympics?

• (1720)

Mr. Jelinek: Mr. Chairman, the Canadian Olympic Association is free to do what it wants in respect of lotteries or any other fund-raising venues. The policy position of the Government is that lotteries are the responsibility of and fall under the jurisdiction of the provinces.

With regard to the private sector, it is true that there has been in the past private sector contribution to amateur sport. Amateur sport is very thankful for that, as am I.

When we assumed office just over a year ago, private sector contributions to amateur sport, in round figures, were something like 20 per cent of the total and federal Government contributions were 80 per cent. I am pleased to say that I approached the private sector on an ad hoc basis and talked consistently and constantly about trying to get more private sector involvement in amateur sport. There is a great return to the private sector. I am also a businessman, and I know from a business point of view that a corporation will not invest in anything unless there is some return. We saw the tremendous success of Canadian athletes at the Los Angeles Olympics. Stars were born. The names of amateur athletes became household words. As a result, we suddenly had a very good product to market, a product which had to be marketed in a co-ordinated fashion.

We have been working on a co-ordinated marketing strategy for past months. As I have pointed out to the Hon. Member, I hope to be announcing it in the next few months. It will be a co-ordinated effort to build upon the success which has already taken place with the private sector. It will involve a more professional, business-like and co-ordinated approach to the private sector on behalf of and in conjunction with the sports governing bodies.