

*The Address—Mrs. Campagnolo*

community to have input, should they wish to, as we forge our directions and goals into the 1980s.

Canada's accomplishments in sport are often unknown, but that does not diminish them in the slightest. Canadians have, through their own commitment, proved that it is possible to surmount great odds in order to achieve, and achieve in almost every realm of sport. The powerful bond that is forged by sport is recognized on many levels of society both in performance and in mass participation endeavours. There is real joy of effort in seeking personal excellence, as well as enjoying the camaraderie of getting to know others better as we strive toward new plateaus of personal accomplishment.

The sport movement is broadly based, with implications that go far beyond the playing fields, with increasing significance as a tool in the enhancement of both social and health perspectives in a very special way.

Canadians spend \$7 billion per year on health care. Over 40 per cent of this cost goes to the overwhelmingly unhealthy lifestyle habits which many people have difficulty changing—habits such as smoking, use of liquor, the licit and illicit use of drugs, nutritional imbalance and physical exercise that is abandoned, to name only a few. As a people we are slowly learning together to change our attitudes and expectations. It is as essential to our physical well-being that we learn a more healthful lifestyle as it is also essential to our economic survival. The two are irrevocably linked together. We have to learn to match reduced expectations to our ability to produce. A radically changing world economy is part and parcel of everything we face today, whether it be sport or national unity.

The main theme of the sport policy formation document set before the House and Canada's sport family today is the scale of the federal role in sport—the structure of sport, its administration, its technical development, its promotion and many other programs. The commitment of this government to sport access is complete. That is the one immutable factor in the paper tabled in this House today. Everything else, I submit, is once again subject to the people. Recognizing that there is federal involvement in sport, the public sector neither can be, nor would want to be, all things to all people. The federal role in sport has, quite naturally, become largely the national and international level of participation. The combination of public funding, lottery revenues from Loto Canada and private funds, is proposed as a means to greater stability in sport endeavours. I expect considerable discussion to take place on this point in the hearing process.

The precept, clearly, is that every Canadian should have equitable access to sport at his or her level of achievement. Certainly, this involves all other levels of government at the community and provincial levels as well where renewed co-operation and consultation can possibly lead to improved accessibility in sport opportunity. Sport at the level of the community and of the provinces is burgeoning just as it is at our level. It is, therefore, essential that we seek together a new means of sharing in sport as in all other attributes of Canadian life.

[Mrs. Campagnolo.]

The mandate at the national level is clear: to assist in providing equitability of sport access in every part of the nation, so that within and between provinces and territories, as far as is practicable, there is a Canadian level of attainment open to every person. This is a national priority and it will only be obtainable through provincial co-operation. But the mandate is not solely here at home. The federal government sees its role as more than just a financier of sports enterprises. Achievement has been made possible by innovations at the national level. Achievement also has been made possible by such systems as a game plan which is a support mechanism including coaching and training access for national athletes and for national teams. A new, developmental coaching school system, in concert with the universities, to develop a national master coach plan through apprenticeship training has been begun, so that Canada will be able to have world-class coaches of its own and not consistently bring coaches from other countries which have had the foresight to train them in advance.

● (1502)

**Mr. Alexander:** Will this help the Tiger Cats?

**Mrs. Campagnolo:** I know the hon. gentleman is a well known sport, but we are trying to keep politics out of sport, and sport out of politics, at this moment.

**Mr. Alexander:** I am still a sport.

**Mrs. Campagnolo:** In any event, these master coaches will be the first Canadian trained world-class coaches who will assist us in many ways to bring up the certification for which we are looking. Right now, 44 of the sports governing bodies in this country have attained level 1 in coaching certification, 25 have attained both levels 1 and 2, and 14 have moved up to level 3.

Then we have the national sport and recreation administration centre which was established in 1970 and has provided services to the sport and recreation governing bodies in ever greater number. By 1981, we expect to have all the national associations in residence, additional professional personnel in the form of technical directors, and the development of official referees and judges. As well, program administrators will be employed. These have been added to the roster of expertise that is available to the Canadian sports person. We seek new knowledge in sport research and in sport medicine—another area where Canada has famed pioneers. Few people recognize the contribution made to Canadian sport medicine by Dr. R. Tait McKenzie, who is more often recognized for his beautiful statuary than for his significant contribution to sport medicine.

He is the man who discovered, in the trenches of World War I, that it was possible to bring people when they had been injured in the war back from the brink of despair by involving them in physical exercise. I think of Tait McKenzie as being one of those who made it possible for the famous games for the handicapped that take place in Canada at this time. These games are a joy. I hope that every member will go to see them