

In light of the hearings, the Sub-Committee recognizes that a significant number of high performance athletes have become financially self-sufficient while others with talent and determination to pursue excellence really need basic support from the government. It is also the view of the Sub-Committee's members that sports organizations which are most closely related to the athletes may be in a better position to determine the eligibility of athletes for funding.

Therefore, the Sub-Committee recommends:

- 23. That financial assistance to athletes be the responsibility of the NSOs. Such funding should be based upon potential for superior performance, the financial needs of the athletes and the performance level (international as well as national) based on criteria set out by the NSO.**

In addition to providing direct funding to athletes, the federal government, through Sport Canada, currently offers financial assistance to the Canadian sporting community, which includes organizations responsible for specific sports and multi-sport agencies. However, the funding of sport is partly public; as a matter of fact, an NSO's revenue also includes sponsorships, membership fees and sales of supplies.

The proportion of non-government funding varies among sports organizations mainly because certain sports are easy to market while others are not. The Sport Marketing Council has been created to help the organizations in generating increased revenue from non-government sources. The Council assists the marketing efforts of the NSOs by educating and training staff, undertaking feasibility studies and developing public and media relations.

In its Report, the Task Force emphasizes the need to diversify the sources of funds and strongly encourages financial participation by the commercial and business sectors. It also considers that participation must be increased so as to raise the contribution of members of sports organizations. It suggests a balance between public and private funding by recommending a long-term goal of a 50:50 balance of government and non-government funding sources for NSOs.

While acknowledging the importance of increasing private funding, the Task Force also maintains that the federal government must continue to play an important role in the financing of sport. This is also the view of the Sub-Committee's members. However, they recognize that the private sector, the public sector, and individuals, all have limits in their funding of amateur sport. Furthermore, they are also concerned by the 50:50 split between