

## I. Introduction

The government of Canada is committed to building Canada through sport and to secure a higher quality of life for all Canadians. It proposes that the three elements of participation, excellence and capacity building in sport form the basis of the Canadian Sport Policy. It furthermore supports the vision, the underpinning values and principles, and the policy goals of the proposed Canadian Sport Policy as set out in the discussion paper. What follows is a plan of action the federal government would implement as part of its contribution as a leader and partner in delivering the proposed Canadian Sport Policy. The full implementation of the proposed Canadian Sport Policy would necessitate a thorough review of the *Fitness and Amateur Sport Act*, and of the way that the federal government delivers its programs.

Stronger collaboration with key partners in the sport system would need to be established to ensure concerted efforts. For example, the federal government will work closely with the national sports organizations to ensure that their roles and responsibilities remain closely aligned with the proposed Canadian Sport Policy.

One of the most important partnerships impacting on the the sport system in Canada is the one between the provincial/territorial governments and the Government of Canada. The consultation process confirmed the need for renewed efforts by governments to work together to ensure a seamless and effective sport system in Canada. In proposing these actions, the federal government is committed to working with the provincial and territorial governments in a way that is respectful of jurisdictions and powers in Canada.

## II. A Proposed Action Plan for the Government of Canada

### Participation

The federal government, in collaboration with key partners and stakeholders, would undertake initiatives to increase the participation of Canadians in sport at all levels according to their needs, interests, and abilities. In order to maximize the benefits from sport, including the health and well-being of citizens and the development of athletic excellence, sport in Canada would become accessible to as many people as possible.

To implement the policy goals for participation, the federal government would:

- undertake initiatives to promote sport participation for all Canadians through a social marketing approach with targeted themes on under-represented groups, ethical conduct, the benefits of sport and other federal objectives;
- develop policies and initiatives addressing barriers to participation for under-represented and marginalized groups, including women, people with disabilities, Aboriginal people, and visible minorities;

- step up horizontal work between key federal departments on joint initiatives and programming to support other government objectives such as health promotion and prevention of illness and disease, crime prevention and Aboriginal youth; and
- develop and implement initiatives, policies and programming in collaboration with key partners in the sport community.

### **Excellence**

To stimulate pride in Canadian achievement and to promote Canadian identity at home and abroad, the federal government would enhance its support of high performance athletic excellence.

To implement policy goals with respect to excellence, the federal government would:

- work in partnership with the sport community to assess the current status of the high performance system and put in place a joint mechanism to establish challenging but realistic stretch targets for international excellence;
- support programs for the development of world class athletes, coaches and officials in a sport environment characterized by the highest standards of values and ethics;
- back training and competition programs and support services, through national sport organizations, for youth and junior level athletes and teams.
- develop international opportunities for success and achievement for the next generation of high performance athletes.

### **Building Capacity**

The dual policy goals of participation and excellence can only be achieved by building capacity in the individuals and organizations that comprise the Canadian sport system, with special attention to the voluntary sector. The federal government proposes to enhance its support to building capacity in the Canadian sport system.

To implement policy goals with respect to building capacity, the federal government would:

- collaborate with the sport community to eliminate gaps and enhance a seamless athlete development system;
- support programs for the training and development of officials, instructors and other sport leaders;
- increase support to coaching, work with the Coaching Association of Canada (CAC) to modify its governance, including the role of various partners in coaching development, notably by establishing formal linkages with academic institutions to enhance the delivery of coaching education programs, and encourage the creation of an inclusive and democratic organization to represent all coaches in Canada;

- collaborate with the sport community to develop ethical standards and principles endorsed by and applied to all athletes and participants and sport leaders, and to encourage professional sport to promote ethical behaviour;
- enhance the anti-doping program and initiatives in Canada and provide leadership internationally on the World Anti-Doping Agency and through other mechanisms;
- implement a National Alternate Dispute Resolution system;
- collaborate with key stakeholders to develop a strategic approach for the hosting of international sport events in Canada;
- develop a comprehensive sport research strategy and partner with universities and research institutes through existing research funding agencies, including Statistics Canada, to support sport-related research and knowledge development;
- develop inventories of existing sport facilities and seek opportunities to develop new sport infrastructure, particularly as legacies from hosting national and international sport events;
- collaborate with the Canada Games Council and the provinces/territories to enhance the promotion and marketing of the Canada Games;
- increase support to and accessibility of national championships;
- increase the number of sports receiving federal contributions;
- strengthen accountability mechanisms with national and multi-sport organizations to ensure better coordination between the national, provincial/territorial and local sport organizations and to enhance their contribution to the policy goals of participation, excellence, and building capacity;
- implement an international strategy to enhance Canadian leadership in the international sport community and promote and advance Canadian values and interests;
- ensure that effective measures are put in place at the national level to provide services in both official languages;
- strengthen co-operative relationships with professional sport and professional athletes; and
- seek collaboration with the private sector to develop alternative sources of funding.
- develop a comprehensive investment policy approach, including government incentives, to increase investment in sport by the corporate sector.

### **Strengthening federal-provincial/territorial cooperation**

The federal government fully supports the need for increased federal-provincial/territorial cooperation and collaboration as a fundamental element of the federal action plan. A proposal for strengthened federal-provincial/territorial cooperation to be discussed with the provinces and territories is outlined below:

- enhance the mechanism for federal-provincial/territorial collaboration to reflect the need for more ongoing dialogue and co-ordinated action
- undertake further collaboration on the proposed Canadian Sport Policy including the development of principles, objectives and joint framework for action;
- develop joint federal-provincial/territorial strategies and initiatives on priority topics such as a framework for ethical conduct in sport; the Canada Games; sport participation promotion; youth sport initiatives; athlete development; and other capacity building initiatives;
- encourage provinces and territories to consider actions to enhance physical education and sport in schools.
- explore the feasibility of holding annual meetings of federal-provincial/territorial ministers;
- conclude bilateral agreements with provinces or territories interested in addressing areas of mutual interest; and
- conclude multi-lateral agreements for joint federal-provincial/territorial action in selected areas, as appropriate.