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# Sport Participation: The Role of Sport Canada

2007 Sport Leadership Conference  
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Canada 



# Overview

- 🍁 Sport Participation in Canada
- 🍁 Benefits of Sport Participation
- 🍁 Federal Involvement in Sport
- 🍁 Proposed Guiding Principles
- 🍁 Trends and Issues
- 🍁 Proposed Priorities
- 🍁 Proposed Strategic Objectives
- 🍁 Discussion



# Sport Participation in Canada

## 🍁 2005 General Social Survey – Statistics Canada

Age group	1992	1998	2005	Net change
15 – 18	76.8%	68.2%	59.1%	-17.7
19 – 24	61.3%	51.1%	42.8%	-18.5
25 – 34	52.8%	38.6%	30.9%	-21.9
35 – 54	43.0%	31.4%	25.2%	-17.8
55 +	25.3%	19.8%	17.4%	-7.9
Total	45.1%	34.2%	28.0%	-17.1

## 🍁 2005 Physical Activity Monitor - CFLRI

Age Group	2005
5 - 12	76.0%
13 - 17	61.0%



# Benefits of Sport Participation

- 🍁 Health
- 🍁 Values and skills
- 🍁 Social capital and cohesion
- 🍁 Economic impact



# Federal Involvement in Sport

- 🍁 History
  - ✓ 1961 Fitness and Amateur Sport Act
  - ✓ 1970 White Paper (A Proposed Sport Policy for Canadians)
  - ✓ 1987 National Recreation Statement
- 🍁 Current context
  - ✓ 2002 Canadian Sport Policy
  - ✓ 2003 Physical Activity and Sport Act
  - ✓ Long Term Athlete Development
- 🍁 Wide range of activities possible
- 🍁 Recognized need to focus effort based on jurisdiction, available resources, federal priorities



# Proposed Guiding Principles

- 🍁 Pan-Canadian Focus
- 🍁 Coordination
- 🍁 Leveraging Resources
- 🍁 Single Sport System
- 🍁 Alignment with Key Sport Policies
- 🍁 Evidence-based Approach



# Trends and Issues

- 🍁 Declining rates of participation
- 🍁 Rising rates of obesity/inactivity
- 🍁 Ethics
- 🍁 Coaching and competition
- 🍁 Health and safety
- 🍁 Under-represented groups
- 🍁 Sport in schools
- 🍁 Competing interests



# Proposed Priorities

- 🍁 Children and youth
- 🍁 Under-represented groups
- 🍁 Quality Sport Programming
- 🍁 Sport in the school setting



# Proposed strategic objectives

- 🍁 Increase equity and access
  - ✓ Address barriers for under-represented groups
  - ✓ Increase access for children and youth
- 🍁 Enhance the quality of sport programs
  - ✓ Strengthen community leadership
  - ✓ Enhance technical quality
  - ✓ Improve ethics and safety
- 🍁 Increase awareness and knowledge
  - ✓ Promote sport participation
  - ✓ Research and monitoring
  - ✓ Information-sharing



# Discussion

- 🍁 What do you believe Sport Canada's primary role should be?
- 🍁 What are your thoughts on the proposed Guiding Principles?
- 🍁 What are your views on the proposed Priorities and Objectives? Should their focus be wider? Narrower?
- 🍁 Are there other important considerations for Sport Canada's role in sport participation?
- 🍁 Other comments? Questions?