Sport Participation: The Role of Sport Canada

2007 Sport Leadership Conference
October 13, 2007
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

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

### 2005 Physical Activity Monitor - CFLRI

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - 12</td>
<td>76.0%</td>
</tr>
<tr>
<td>13 - 17</td>
<td>61.0%</td>
</tr>
</tbody>
</table>
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
- 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?