



The Government of Canada's Role in Sport

The Government of Canada, through Sport Canada, works to help Canadians participate and excel in sport. As part of the Department of Canadian Heritage, Sport Canada strengthens the unique contribution that sport makes to Canadian identity, culture and society.

Sport Canada works with many partners, including the provincial/territorial governments, National Sport Organizations (NSOs), Multisport Service Organizations (MSOs), and Canadian Sport Centres (CSCs).

Together, we strive to increase the number of Canadians participating in sport and help those with talent and dedication to achieve excellence in international sport competitions. We also work together to strengthen our sport development system so that it continues to be coordinated, participant-focused and ethical.

Sport Canada's funding programs enhance our sport development system, advance the goals of the Canadian Sport Policy, and help Canadian organizations or organizing committees to host international sport events and the Canada Games. Sport Canada also has a number of special initiatives, such as policies for women and girls in sport, aboriginal people's participation in sport and sport for persons with a disability to advance the goals of the Canadian Sport Policy.

Mission

The mission of Sport Canada is to *enhance opportunities for all Canadians to participate and excel in sport*. This is achieved by enhancing the capacity and coordination of the Canadian sport system, encouraging participation in sport and enabling Canadians with talent and dedication to achieve excellence in international sport.

The Government of Canada, in collaboration with its provincial/territorial government partners, has confirmed the broad directions of the Canadian Sport Policy. The following are the goal statements in support of the policy's four pillars:

Enhanced Excellence

That by 2012, the pool of talented athletes has expanded and Canadian athletes and teams are systematically achieving world-class results at the highest levels of international competition through fair and ethical means.

Enhanced Participation

That by 2012, a significantly higher proportion of Canadians from all segments of society is involved in quality sport activities at all levels and in all forms of participation.





Enhanced Capacity

That by 2012, the essential components of an ethically based, athlete/participant-centred development system are in place and are continually modernized and strengthened as required.

Enhanced Interaction

That by 2012, the components of the sport system are more connected and coordinated as a result of the committed collaboration and communication amongst the stakeholders.

To fulfill our mission and contribute to the achievement of the Canadian Sport Policy goals, our Government develops policies, provides financial support through funding programs and undertakes numerous special initiatives.

Funding Programs Overview

Our Government is striving to establish Canada as a leading sport nation at home and abroad, where all Canadians and their communities enjoy, value and celebrate the benefits of active participation and excellence in sport.

Funding programs are important elements of this work. These programs enhance our high performance sport system, advance the Canadian Sport Policy, and help Canadian sport organizations or organizing committees to host international sport events and the Canada Games.

To achieve these goals, the federal government provides financial support through the following three programs:

The **Athlete Assistance Program (AAP)** contributes to the pursuit of excellence through its contribution to improved Canadian athlete performances at major international sporting events, enabling athletes to combine their sport and academic or working careers while training intensively in pursuit of world-class performances.

The **Sport Support Program (SSP)** funding is aimed at developing athletes and coaches at the highest international levels; providing sound technically-based sport programming for all athletes; increasing the number of Canadians from all segments of society involved in sport, and advancing Canadian interests and values in Canada and abroad.

The **Hosting Program** is a key instrument in the Government of Canada's overall approach to sport development in Canada and aims to enhance the development of sport excellence and the international profile of sport organizations by assisting sport organizations to host the Canada Games and international sport events in Canada, such as the upcoming Olympic and Paralympic Games and the 2015 Pan American and Parapan American Games.



Winter Sport Funding Highlights

- Overall funding to winter Olympic and Paralympic sport organizations and athletes in the quadrennial period leading to the 2010 Winter Games is at an all time high of \$123 million.
- Funding to winter Olympic sports in the quadrennial leading to the Vancouver 2010 Winter Games versus the Salt Lake City Games (2002) almost tripled.
- Funding to winter Paralympic sports in the quadrennial leading to the Vancouver 2010 Winter Games versus the Salt Lake City Games (2002) increased six-fold.
- Direct support to athletes from the Athlete Assistance Program increased by 55% from the 2006 to 2010 quadrennials.

Winter Olympic and Paralympic Quad History

dollar funding by quad
 Includes Sport Support Program, Hosting Program and Athlete Assistance Program
 funding
 October 2009

	Salt Lake City 2002	Torino 2006	Vancouver 2010	TOTAL
	1998-2002	2002-2006	2006-2010	
Alpine	5,028,855	9,438,979	18,024,200	32,492,034
Biathlon	2,093,574	3,117,163	3,531,218	8,741,955
Bobsleigh/Luge/Skelton	3,185,833	7,394,739	13,443,487	24,024,059
Cross Country Ski	2,818,586	5,975,786	10,977,943	19,772,315
Curling	3,166,814	6,180,142	10,909,823	20,256,779
Figure Skating	4,643,163	6,397,969	8,251,796	19,292,928
Freestyle Ski	4,028,433	6,961,385	12,265,619	23,255,437
Hockey	7,284,708	12,047,332	18,552,277	37,884,317
Nordic Combined	0	6,000	6,000	12,000
Ski Cross	0	0	307,200	307,200
Ski Jumping	0	6,000	18,000	24,000
Snowboard	406,900	3,737,491	8,949,800	13,094,191
Speedskating	6,552,976	11,077,966	18,604,427	36,235,369
TOTAL	39,209,842	72,340,952	123,841,790	235,392,584