House of Commons
Chambre des communes
Canada

House of Commons Standing Committee on Finance – Pre-budget Consultations 2013

This brief is submitted by:

(•) **an organization** **Organization name:** Sport Matters Group

or

( ) **an individual** **Name:** _____

Topic: Federal budgets and the public service

*Recommendation 1: Please provide a short summary of your recommendation.

The federal government should continue the current funding of $64 million annually for core and high performance sport systems in Canada.
The government should also build towards an additional $12 million over 3 years ($4 million increments over 3 years) to develop Canadian Sports Institutes (CSIs). The intent is to work towards matching funds resulting in an overall incremental investment of $24 million.
Canadian Sport Institutes, coordinated through Own the Podium, will provide Canada with a unique advantage in leadership and excellence in the global high performance sport environment.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$10 million-$99.9 million

3 years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

The federal government made extensive investments in the development of a Canadian Sport Policy in the past two fiscal years and support for this recommendation builds upon that investment and commitment.
Given the direct and indirect contribution the sector makes to healthy living for Canadians, it is proposed that the 'new' dollars for the $12 million enhanced support to the sector could be achieved by reallocating a portion of existing Health Canada and Public Health Agency of Canada spending currently devoted to conventional, after-the-fact treatment of illness and disease.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

CSIs will provide multi-sport daily training environments for podium pathway athletes and coaches through expert leadership, services and programs. This initiative would also have important implications for the core sport system through strategic provincial partnerships. CSIs provide a focal point for a collaborative federal and provincial relationship focused on innovation through sport science coaching and facilities yielding sustainable podium performances in major games. Medal success unites Canadians, enhances civic/national pride, creates inspiring role models and builds communities.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Enhanced investments on core and high performance sport will provide sport opportunities and health benefits to all who participate. Canadians, particularly children and youth, will be inspired to engage in sport.
The establishment of CSI's can yield over 100 new highly-skilled full time jobs in areas such as coaching, biomechanics, counselling, nutrition and physical training. It will also have an impact on Canada's performances at the 2015 Pan American /Parapan American Games and help Canada continue to move towards being a world leader in high performance sport at major Games.

Topic: Health

Recommendation 2: Please provide a short summary of your recommendation.

Of the $9 billion the federal government spends on direct operational costs related to health care (excluding provincial/territorial transfers), the amount spent on health promotion should be increased from 2% to 3% (additional investment of approximately $84 million) over two years. These funds should be directed to the Active Living Unit of the Public Health Agency of Canada in order to increase the range of funding and investment available to support healthy active living, nutrition, emotional and mental resiliency, and injury prevention for Canadians, with attention to children and youth.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$10 million-$99.9 million

2 years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Funding for this initiative could be achieved by reallocating a portion of existing Health Canada spending currently devoted to conventional, after-the-fact treatment of illness and disease.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

These measures would broadly benefit all Canadians, with specific benefits to children and youth between the ages of 0 and 19. Action could provide focused attention to address health promotion among targeted populations including aboriginals, low-income Canadians, persons with disabilities, and new Canadians. It is critical that greater dollars be assigned to promoting health-inducing and preventative behaviours among children and youth before the onset of lifestyle and nutritional habits that are precursors and predictors of overweight, obesity, and chronic illness.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

As reiterated by the Health Committee's Healthy Weights for Healthy Kids report, physically active youth are at lower risk of being overweight/obese. They have less anxiety, stronger social connections and are less likely to abuse alcohol/drugs. They are also less likely to develop chronic diseases that burden the health care system and have stronger social cohesion, reducing risk-driven behaviour. This creates a path to being productive members of the workforce. This investment would create jobs for those in health promotion including recreation professionals, educators, and youth.

Topic: Infrastructure

Recommendation 3: Please provide a short summary of your recommendation.

It is proposed that the federal government create a recreation/sport-specific envelope of the Build Canada Infrastructure Program in order to address the multi-billion dollar sport and recreation infrastructure gap that exists in rural and urban communities across Canada.
The recreation and sport infrastructure deficit is predicted to be well over $15 billion.
Recreation and sport infrastructure is the foundation to healthy living and quality of life while reducing health and social service costs and contributing to the economic growth within communities.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$500 million-$999.9 million

3 years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

As a new funding envelope of Build Canada, this program would be cost-shared with the provinces/territories and municipalities and possibly the private sector.
Strong community based infrastructure will result in direct reduction of spending on challenges including chronic health care, productivity, mental health, community economic development, justice and immigration.
Funding could come from multiple sources including a portion of the funds that rest in regional economic development agencies, Health Canada, Public Health Agency of Canada, Justice, Citizenship/Immigration and Industry.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

Recreation is essential for engaged and active citizens – especially the most vulnerable including aboriginals, youth, seniors, persons with a disability, newcomers and those facing mental health challenges.
The majority of Canadians use community parks, sport and recreation services. In addition, recreation infrastructure serves as the training ground for elite athletes that inspire millions of Canadians every year. World class infrastructure attracts national and international sporting events that bring tremendous economic benefits to the communities.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Canadians count on recreation infrastructure that supports healthy lifestyles and community inclusion, resulting in increased productivity, physical/mental health, integration of new immigrants and individuals with disabilities, healthy aging communities, economic development and decreased demand on justice systems.
Such a program would create low and high skilled jobs in hundreds of communities as infrastructure projects are put in place. Economic growth, job creation, increased tourism and attracting new residents are all known benefits to communities with enhanced recreation infrastructure.

Please use this page if you wish to provide more explanation about your recommendation(s).

These recommendations are submitted jointly by the sport, recreation and physical activity sectors through the Sport Matters Group whose constituents include over 60 National, Provincial/Territorial and local organizations in Canada. These recommendations support each other and the overall goal of healthy, active and engaged communities and citizens. The submission has been authored by, and is supported specifically by, the following organizations:

* Sport Matters Group
* Own the Podium
* ParticipACTION
* Physical and Health Education Canada
* Canadian Parks and Recreation Association

Together, we have a common interest in the advancement of a set of policies which can be captured by the phrase "from playground to podium" and is aligned with the Canadian Sport Policy 2012 Framework. This Framework describes a cycle in which physical literacy skills learned at an early age through quality physical education and recreation contribute to the general health and wellbeing of Canadians and help create a larger pool of high performance athletes who, through Olympic and Paralympic performances, inspire the next generation of Canadian youth to be physically active and achieve excellence.

The submission also incorporates the Active Canada 20/20 Framework which was developed in consultation with a diverse group of 1,700 Canadians. The recommendations support the goals of the Framework, which are to increase the physical activity levels of Canadians – with a special focus on children.

The National Recreation Agenda which is in the process of being developed already identifies recreation infrastructure as the foundation to a sustainable sport and recreation sector in Canada.

In 2001, illnesses or injuries associated with physical inactivity cost $5.3 billion, representing 2.6% of all health care costs in Canada that year. Meanwhile, non-communicable chronic diseases accounted for 89% of all mortality in 2008. The most prevalent of these are linked to common risk factors, including an unhealthy diet and lack of physical activity.

Similarly, a 2000 study showed that 57% of Canadian children and youth aged five to seventeen years were not sufficiently active to meet international guidelines for optimal growth and development, and currently only 5% of children and youth are meeting this country's physical activity guidelines.

As described in this submission, of the direct federal investment in health care, only 2% is targeted toward health promotion activities. A strategic investment in prevention can contribute a great deal to keeping Canadians healthy, out of hospitals, and working towards sustaining a more prosperous country.

The recommendations, if adopted, will deliver international sporting excellence, inspired Canadians, more active and healthy Canadians and community capacity to offer quality recreation to all Canadians.

*Please note that at least one recommendation must be provided