

*Because sport matters... Parce que le sport est important...*

## **SUMMARY FACT SHEET**

### **To our Health**

- i If physical inactivity among Canadians were eliminated, 21,340 premature deaths could theoretically be prevented each year or 10.3% of all deaths (GPI Atlantic, 2004).
- i The World Health Organization has concluded that increasing physical activity is the most cost-effective and sustainable way to reduce a population's burden of lifestyle-related diseases and in so doing reduce human suffering, limit the cost of treatment, and increase economic productivity (World Health Organization, 2001).

### **To our Health care system**

- i Recent research estimates that *direct* health care costs due to physical inactivity range between \$2.1 and \$5.3 billion per year, representing as much as 5% of annual health care spending (Katzmarzyk, 2004).
- i A 10% increase in physical activity would produce an immediate direct cost savings of \$150 million annually (Commission, 2002).

### **To our Enjoyment of life**

- i An overwhelming proportion (96%) of both sport volunteers and people who attend sporting events rank sport as a very or somewhat important source of fun, recreation and relaxation (Conference Board, 2005).
- i More than 85% of active participants, volunteers, and attendees believe sport is important for providing their family/household with activities to share (Conference Board, 2005).

### **To our Economy**

- i The hosting of the 2010 Winter Olympic and Paralympic Games is projected to yield an economic impact of \$3.3 billion and create over 77,000 jobs (InterVistas Consulting, 2002).
- i In 2004, \$15.8 billion of household spending was on sport, representing 1.2% of Canada's gross domestic product (GDP) (Conference Board, 2005).

### **To our Children's development**

- i 90% of Canadians believe that community-based sport reinforces broader societal values, such as honesty, respect, fairness, inclusion, excellence, and fun (Strategic Counsel, 2005).
- i Over half of Canadian youth aged 12–19 are not active enough for optimal growth and development (Statistics Canada, 2002).

### **To our National Identity**

- i Research by the Department of Canadian Heritage found that participation in sport and recreation is the single most common way new Canadians enter into the mainstream of community life in Canada (Bowen, 2004).
- i The vast majority of Canadians—86%—believe that amateur sport is a positive means of promoting Canada to the world (Decima Research, November 2004).

### **To our Sense of Community**

- i There are some 34,000 sport and recreation organizations across Canada, constituting the single largest segment of the voluntary sector at 21% of the total (Statistics Canada, 2004).
- i Nearly 13.7 million adult Canadians (55%) take part in sport as active participants, volunteers, attendees, or some combination of the three (Conference Board, 2005).

***Sport Matters Group – Le Groupe le Sport est important***

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