

## Media Release

### MINISTER LUNN ON TRACK WITH LAUNCH OF THE “2010 AND BEYOND” PANEL

**Ottawa (ON), July 17, 2009** - The Sport Matters Group applauds the creation of the “2010 and Beyond” Panel, announced today in Vancouver by the Honourable Gary Lunn, Minister of State for Sport. This panel of leading Canadians have been assigned a critical task – listening to Canadian leaders in and out of sport and recommending the changes and improvements that are required for Canada’s high performance sport system in the post 2010 era.

“With this initiative, Minister Lunn is signalling that 2010 is simply the end of the beginning for sporting excellence in Canada,” said Ian Bird, Senior Leader of the Sport Matter Group. “The appointment of Mr. David Zussman as chair and such an esteemed panel sends a message that Canada will not be complacent as it emerges as leading sport nation, that alternative forms of service delivery and governance are worth close consideration. Even as Canada’s athletes experience best-ever podium performances and as community sport turns the tide on values based sport participation in our local parks and rinks, it’s critical that we continue to adapt our sport system to meet the needs of Canadians and to compete internationally.”

The sport sector in Canada is similarly committed to doing its part to ensure a better way of operating in the post 2010 era. Over the past few months leaders from across the sector have been conducting business in new ways: focusing on potential mergers, developing integrated enterprise wide strategic planning, entering into service agreements that unite national and provincial organizations, sharing administrative services to reduce duplication, and creating co-location arrangements that provide economies of scale and facility ownership opportunities.

Many Canadian sport leaders took note of the panel’s significance and the importance of acting upon its recommendations.

"As we fine tune our preparations and narrow our focus for the Games in 2010, it's even more important that we look ahead and move to evolve our sport system. We have come so far over the last five years and we need to continue to pursue a system that will best serve our athletes and coaches and ultimately create a legacy of success for the future," advised Peter Judge, Chief Executive Officer, Canadian Freestyle Ski Association.

"If we have learned anything about global trends in sport performance, it's that you can't stand still. The world keeps getting faster so it's important that we look ahead, set out the vision, create the dream, get the tools necessary to achieve our goals and rally together to achieve it. Minister Lunn seems to have this in mind and we applaud his effort to challenge us to be better," remarked Pierre Lafontaine, Chief Executive Officer and Head Coach, Swimming Canada.

"As the sport of Soccer is growing so rapidly in Canada, we must always be ready to be in a position to adapt. As a National Sport Organization, we also need to take a direct look at what promotes excellence within our teams and be ready to make the difficult decisions that generate results. That's our view and we are pleased to see that Minister Lunn shares this approach," commented Peter Montopoli, General Secretary for The Canadian Soccer Association.

"Paralympians strive for excellence and find solutions to the challenges they face. The process launched by the federal government today holds out the promise that a similar strategy will guide our sport system in the years ahead - focused on excellence, driven by solutions," commented Brian MacPherson, Chief Operating Officer of the Canadian Paralympic Committee.

"One implication of the convergence of Vancouver 2010 and the economic downturn is that the system as it is today must change. We should be open minded and receptive of new and different ways of doing our business," commented Dale Henwood, President of the Canadian Sport Centre Calgary.

"Every day in Canada, our coaches find ways to trim off another tenth of a second, drive home another run, or put a few more points up on the board or on a judges' scorecard. It's critical that we keep them in Canada with made in Canada solutions. That Minister Lunn is bringing this kind of attention to the sport system is to be commended and we look forward to working with him and his advisors," commented Wayne Parro, Executive Director of Coaches of Canada.

"Canadian athletes appreciate the leadership that Minister Lunn is taking and his vision for "2010 and Beyond," something that AthletesCAN is advancing in its activities throughout the coming year, including our Athletes Forum which is just weeks away. We applaud his commitment to athlete involvement in all parts of the process," stated Moira Lassen, Executive Director of AthletesCAN.

"Commonwealth Games Canada is always looking for ways to support sporting achievement by Canada's athletes and coaches, especially as prepare for the 2010 Commonwealth Games taking place in Delhi next October. With the Minister committed to act on the panel's recommendation, we are looking forward to sharing our insights and leveraging future hosting opportunities," stated Thomas Jones, Chief Executive Officer of Commonwealth Games Canada.

"We see the most up to date sport research coming through our information system everyday. What's obvious is that global sport is on an innovation curve that gets steeper and steeper every year. This is why we welcome the Minister's initiative to look into the future and design the sport systems that our athletes need, that will address future trends and that draw on the best research that's out there," advised Debra Gassewitz, President of the Sport Information Resource Centre.

"This is an important opportunity for Canadian sport and a chance to connect our national and provincial systems in a way that supports local sport development," commented Jamie Ferguson, Chief Executive Officer of Sport Nova Scotia and Chair of the Canadian Council of Provincial and Territorial Sport Federations.

"As the national voice of physical activity and sport participation in Canada, ParticipACTION endorses Minister Lunn's initiative to seek out ideas that strengthen Canadian sport. It's an ideal time to focus on increasing sport participation among all Canadians and finding ways to support the development of our athletes," said Kelly Murumets, President and CEO of ParticipACTION.

"We look forward to engaging with the panel and taking up the federal government's challenge. Sport is a critical part of Canadian heritage that warrants the kind of forward thinking which this initiative represents," remarked David Patterson, Executive Director of Ringette Canada.

"Sport is as much about developing ourselves, our communities, and our country as it is the excellence we see in our athletes when they go for it on the world stage. This new development by Minister Lunn reminds all of us that we can strive to improve and excel in how we lead and collaborate within our sport systems. We look forward to participating in the exchange of ideas over the coming months," commented Paul Melia, President and CEO of the Canadian Centre for Ethics in Sport.

"During times such as these, Canada needs to innovate in our sport system to meet up with the demands of Canadians and the pressures of global competition for talent and expertise. This panel process provides an opportunity for governments, universities, sport organizations and the private sector to ensure alignment around a post-2010 vision for sport," stated Marg McGregor, Chief Executive Officer of Canadian Interuniversity Sport.

"Minister Lunn has recognized the importance of looking beyond 2010 and being open to changes and improvements. That's what we strive for in our development work in Canadian coaching - an incessant demand to be better," remarked John Bales, President of the Coaching Association of Canada.

"Building champions takes time and foresight. Minister Lunn is taking the appropriate steps today so that we're ready to support our future champions in the decade to come," remarked Sue Hylland, Chief Executive Officer of the Canada Games Council.

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The Sport Matters Group (SMG) is a voluntary group of Canadian sport leaders who have come together to talk about the important contribution that sport makes to society and to advance sport and public policy. SMG is a place where leaders connect with one another, where we address cross-cutting issues together, and where we innovate in finding solutions to complex issues involving sport systems, governments and citizens.