

companies generated 51% of the sales of Canadian content recordings.

Most of the records and tapes sold in Canada (86%) are manufactured in Canada from master tapes which are leased or bought from an organization outside Canada.

Recreational equipment. Ownership of recreational equipment reflects the popularity of certain outdoor activities and sports. Increasing popularity of skiing, particularly cross-country, is mirrored in a 44% increase in Canadian households owning one or more pairs of cross-country skis between 1978 and 1980. By 1980 nearly 23% of households owned at least one pair of cross-country skis and 15% owned one or more pairs of downhill skis.

In the province of Quebec over 38% of households owned one or more pairs of cross-country skis. Downhill skiing was popular in British Columbia and Alberta, two provinces with large cities close to the mountains; nearly one in four BC households and one in five Alberta households owned one or more pairs of downhill skis.

Bicycles also grew in popularity. The number of households owning adult-size bicycles more than doubled between 1971 and 1980, when 44% of households reported owning them.

Households in Canada owning some type of overnight camping equipment increased from 18% in 1971 to 27% in 1980. This equipment has consistently been more common in Alberta with 42% of households owning camping equipment in 1980. Tents are still the most commonly owned overnight camping equipment with 18% of households reporting ownership in 1980.

Boat ownership also increased over the decade. In 1980 almost 16% of households owned some type of boat, up from 12% in 1971. The outboard remained the most common type of boat in most of Canada, but the number of households owning canoes had more than tripled since 1971. They are most common in Manitoba, where 8% of households reported ownership of one or more canoes.

15.10 Fitness and amateur sport

The Fitness and Amateur Sport Act was passed in 1961 to encourage, promote and develop fitness and amateur sport in Canada. Since then, Canadians in general have become increasingly aware of the benefits of adopting an active lifestyle and amateur athletes have shown that they can achieve success in world sport competition. Two program areas, Sport Canada and Fitness Canada, help fulfil the dual role.

Sport Canada strives to upgrade Canadian participation in amateur sport at national and international levels. It supports activities to help Canadian athletes in their pursuit of excellence. Sport Canada seeks to strengthen national sport governing bodies, while promoting a better understanding of amateur sport.

National sport organizations. Some 65 national sport organizations receive over \$25 million annually from Sport Canada. A sizable amount goes toward the operation of a national sport and recreation centre, the home of nearly 60 national sport governing bodies and agencies.

Other multi-sport agencies, such as a sport medicine council of Canada, a Canadian inter-university athletic union, a sports federation of Canada and the Canadian Olympic Association, also receive financial support.

National team programs. Activities of about 700 athletes are supported under an athlete assistance plan which enables them to pursue their academic and career vocations while involved in high-performance sport. Assistance includes living and training allowances, tuition payments, working athlete allowances and special needs.

Also subsidized are: travel and accommodation for training camp and talent identification programs; travel expenses to send athletes, coaches and officials to national championships and major international competitions such as the Olympic, Pan American, Commonwealth and world university games; international sport exchange programs; and hosting individual and multi-sport international competitions.

Human resource development. Sport Canada aids the development of qualified amateur sport coaches, through support of a coaching association of Canada and funds for national coaching certification and apprenticeship programs.

Development of qualified Canadian officials and professional staff at national and international levels is another priority.

Initiatives to promote sport leadership and participatory opportunities for women include a talent bank feasibility study, a women-in-sport directory, a sport management internship program and a leadership survey. Similar programs aid disabled athletes in competitive and administrative endeavours.

Hosting major events. Sport Canada helps offset the costs of hosting world championships and major international sporting events such as Olympic and Commonwealth Games, world cup competitions in a variety of sports and multi-sport games for the disabled.

Funding is provided for national championships of most sports as well as the biennial Canada summer and winter games, the Canadian special Olympics and northern games.

Promotion and communication. Besides funding a sport information resource centre, Sport Canada supports an athlete information bureau, promotes Canada's international athletes and sporting activities, sponsors seminars and conferences related to sport development and assists the production of