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I am delighted to be here to talk about Canada's Olympic opportunity and challenge.

The 21st Olympiad at Montreal, and events leading up to it can be an opportunity rich in potential for further strengthening our nationhood if we seize it.

It will present many challenges not the least of which will be the challenge to our resourcefulness in preventing the aggravations and confrontations inherent in such a complex undertaking.

Jack Brent invited me to be your speaker to-day about 10 days before the Munich games opened.

It occurred to me at the time that the subject of future Olympic Games even though they were to be held in Canada might not be all that interesting to many people.

It also crossed my mind that the site of XXI Olympiad might be an inhibiting factor with this audience.

Events that have taken place in the interim at Munich and more recently at Moscow have certainly removed any apathy which may have existed, at least in so far as our desire for physical fitness and excellence for our athletes is concerned.

I will try to persuade you as influential Canadians to give leadership in helping to create a new dedication to a spirit of athletic excellence in our country which can be built up between now and the 1976 Olympics and even more important one that will endure long afterward.

I want to make it clear that the Olympic Trust is not responsible for the financing and erecting of the Montreal site nor the administration of the '76 Games program.

Our responsibility is directed specifically to the development and improvement of athletes by assisting the Canadian Olympic Association in obtaining the best possible coaches, training methods and facilities right across Canada.

I have been introduced to you as the Chairman of the Olympic Trust of Canada and I think it is important that I take a moment to tell you who we are and what we are trying to achieve.

The Trust was formed 2 years ago almost to the day in response to a plea for help from the C. O. A. who were facing bankruptcy and the fear that the Government would be forced to take over the operation of the C. O. A.

Several old Olympians and others interested in encouraging and improving amateur sport in Canada but who believe that control of it must remain in the hands of the private sector got together and formed the Trust.

The main objectives were to act as the fund raiser and to ensure that funds are properly allocated through the C. O. A. and in conjunction with the various sports associations and governments at all levels to help create a nation wide revitalization of athletics.

Since the inception of the Trust we have been very fortunate in having a number of dedicated Canadians from across Canada join in support of our cause and many of these have become Governors of the Trust.

Some are here to-day --

I can report to you today, gentlemen, that we have taken the first steps toward our objective.

The Canadian athletes who took part in the Pan American Games in Cali, Columbia in 1971 and those who participated in the Games at Munich did so with the assistance of funds generated by subscribers to the Trust which supplemented Federal Government grants.

Concurrently the Trust has initiated co-operative research and planning activities placing its talents and resources at the disposal of the various sports associations, to ensure that Canada keeps step with the dramatic advances in world wide athletic achievements and national sports programs.

A very important contribution has been the creation of the Coaches Association of Canada which, it is hoped, will be able to establish and co-ordinate a cadre of coaching expertise in all sports across Canada.

With this back ground I believe that I can speak for the amateur sports fraternity in pledging their talents and capabilities to meet our 1976 challenge and seize our 1976 opportunity.

The next step we believe is for the country at large to make a similar pledge.

My remarks today are designed to stimulate our fellow citizens to do so.

Therefore, I will acknowledge the tasks we face, speculate on our chances of success and describe what I believe to be the rich rewards that can be ours when the last bugles sound and the last flags are lowered at Montreal four years from now.

You may ask why should all Canadians become volunteers in this great Canadian effort?

Certainly not just to see if we can out-do the West Germans in providing splendid Olympic facilities.

Certainly not just to reap a harvest of tourist dollars.

Certainly not just to appease our Canadian ego that we can be as good as the rest of the world in everything we try.

Certainly not because, suddenly in a burst of impractical enthusiasm, we have decided that aspirations to athletic greatness should supersede our more familiar bread and butter ambitions for economic success or our enduring dream of cultural integrity.

All of these ambitions can become Olympic motivations and it is true that some feel they can be justified as such.

But there are deeper reasons for millions of Canadians to start working now to host and make a resounding success of a major world sports event in which paradoxically most of them will not take part directly and which most will view only through television.

These basic reasons for a total national effort by Canada in Olympic competition become more readily apparent to those of us who marvelled as the cream of young people from around this globe competed in many forms of athletic endeavor at the Munich Games.

I believe that Munich was a dramatic reminder that behind the headlines the great majority of the young generation are not dropouts from the society we cherish.

Munich also showed us how sport and a zest for fitness together form a crucible for developing positive youthful values which are vital to social progress at a time when so many of our traditions are being questioned.

Behind the Olympic athletes participating at Munich there were thousands of other young people each who in their own country had been training, preparing, competing, winning and losing in their sport and contributing to an excellence of life in their own communities.

Without meaning to appear naively idealistic I can think of no more convincing proof of modern youth's basic adherence to the human qualities and disciplines which uplift rather than downgrade our society.

It is a lesson of Munich which we Canadians should take to heart when we ask ourselves if grass roots athletic programs are worthwhile for this country.

It is convincing proof, I believe, why no Canadian should reject the next Olympics as being irrelevant to his personal interests.

My second reason for advocating a Canada-wide, rather than local or regional Olympic effort in '76 as manifest in the Games at Munich is this.

I believe Munich and Moscow demonstrated very convincingly to us that our future strength as Canadians, in any chosen field, must be reinforced with ideas from beyond our frontiers.

To immunize ourselves on the basis of inward looking nationalism is foolish.

Could anyone watching the consistently successful national teams performing at Munich (and at Moscow) not feel convinced that Canada must examine the national scenarios which led to those achievements?

What happens in foreign countries that turns young people who are no different, no better, no worse, than ours, into outstanding athletes?

I think we should seek out the answers not just as a means to breed our own sports champions, but, even more important, to consider which of their approaches to national fitness we could beneficially adapt.

This leads to an important perspective for Canadians in viewing participation in international sport.

We should certainly not approach it as a political popularity contest against alien systems.

But we can utilize it as an opportunity to identify and grasp better ways of building a healthier, stronger and more energetic society of our own.

Perhaps it is timely for us to explore the Spartan disciplines and incentives which are used in sports organizations and training by countries such as Russia and East Germany.

Or, by contrast, perhaps we should seriously examine the sports scholarship approach used by other countries and especially the U. S. A. which lures so many of our promising young athletes away from us.

Our business and professional men, government leaders, educators, scientists and craftsmen, borrow the best worldwide ideas and build them into successful Canadian expertise in their respective fields.

The lessons of Munich and Moscow for us may well be that the time has come for the Canadian sports world to appropriate more of the worlds best ideas and to enlist the public at large in providing the finances, facilities and encouragement to capitalize on these newly acquired fitness methods.

These, gentlemen, are the lessons for Canada from the recent Olympiad:

First that the vast majority of young people are responsive to the challenge of sport and physical fitness and this is a national goal worth pursuing;

Second, that international athletic competition is a trading exchange for new ideas with great potential for social progress.

I suggest that these are good reasons for a dynamic country wide Olympic crusade by all Canadians -- starting now.

Indeed, the stage is set for a national effort.

As was the case in 1967 at the time of our Centennial, the 1976 Montreal Olympics will pre-dispose millions of Canadians to think physical fitness.

The sheer magnitude of planning for the event will fix attention on its principal theme of sports excellence.

There will be a vast, ready-made audience receptive to whatever methods are conceived and presented, with the dual aim of self-improvement for ordinary individuals, and better competitive performance by the more fortunately endowed athletes.

Yet, despite this ready made Olympic environment, we must acknowledge that there will be aggravating choices of action to be made.

There will be impediments to overcome if we are to capitalize on the Olympic spirit.

Here are some predictable issues almost certain to emerge in any critical self-examination of Canada's preparations to realize maximum Olympic benefits:

First, in our democratic society, can or should we carbon copy totalitarian sports and recreation disciplines in order to add muscle to our society and gold medals to our bag of Olympic trophies?

Can we preserve the cherished individuality of democracy and still do away with its bulging waistlines and growing dependence on health nostrums?

Perhaps this is our 1976 Canadian challenge:

To achieve a blend of democratic informality and total dedication in a unique approach to national health and recreation.

Or, by contrast, despite our Canadian emphasis on academic excellence in schools and colleges, coupled with our concern over educational costs, can and should we offer athletic scholarships in wholesale lots in order to improve the strain of college athletics and reduce the outflow of our promising talent to other countries?

Is our small population and wide geography against us, in terms of limiting the base number of developing athletes we have to draw from and, therefore, our overall athletic excellence?

Do these natural disadvantages work against our efforts to develop national sports programs because they confront us with the high expenses and inconveniences of distance, different climates, and communications complexities?

How do we overcome these obstacles which are inherent in the nature of our country?

Should we concentrate on a few specific fields of competition in order to ensure more frequent Canadian appearances on the Olympic winners' rostrum?

Or should we strive for broader-scale competition and participation by ordinary Canadians in grass roots fitness programs at the cost of glory?

Are we prepared to invest both private and public capital in the magnitude necessary to provide new athletic facilities in a thousand local centres from Vancouver Island to Newfoundland?

Or funds for more coaches?

Or for more equipment?

Can we utilize Canada's vast, sophisticated communications apparatus, both privately and government-operated, to create a sense of mission among all Canadians, a conviction that the individual really can enjoy well-being from physical fitness more effectively and lastingly than from the medicine cabinet?

Such are the challenges we face.

Such is the variety of the concerns for which we must find answers in order to mount a truly national Olympic enterprise.

They illustrate clearly the profound complexity of our 1976 Canadian Olympic task, beyond the sheer task of preparing the site and administering the program.

Clearly, gentlemen, the time has come for Canadians seriously to put aside their haphazard, patchwork approach to sports and fitness.

Indeed, in growing recognition of this need, many of the country's experienced sports administrators already are exploring ways and means of creating more orderly methods for initiating and channelling athletic activities.

Governments, business enterprises, the professions, the athletes themselves and their coaches, organizers and executives in the sports field, all are now working to blend their individual expertise into what hopefully will emerge as a co-ordinated national blueprint of excellence.

I am prepared to speculate today that this fraternal effort, so long needed, will culminate in the formation of a super-sports planning and administrative body for Canada.

This supreme council would provide equitable representation for all participants whose presence could contribute both to improved international achievements for Canadian sportsmen and sportswomen, and to a healthier Canada.

I would also envision the emergence of a top-ranking sports commissioner -- a sports czar, to borrow a headline phrase -- who would execute the policies and programs established by his governing colleagues.

As sweeping as this proposal may sound now -- and as idealistic, too -- I consider it to be an example of the kind of thinking that we must encourage in order to succeed in creating a practical, revitalized national sports program.

Less than ten years ago we faced an equally complex but vital challenge in launching our Centennial plans.

The legacies of 1967 were a greater togetherness for all Canadians, and a superb vista of new cultural and sports facilities across the country.

Now, in a new decade, Olympics '76 can achieve the same objectives, bequeathing similar legacies of greater Canadian unity and more new facilities in which to enjoy the benefits of our Canadian environment.

Whatever avenue Canadians eventually follow leading to the opening ceremonies at Montreal, we of the Olympic Trust sincerely believe that the effort will energize our national spirit, and up-grade our national well - being.

It seems significant that the world's great competitive nations in commerce, science and culture, have also made a deep, abiding commitment to competitive excellence in physical achievement.

They have contemporized the Greek credo of "a sound mind in a sound body".

We believe that in staging the 1976 Olympics, Canada can demonstrate that she, too, is determined to complement her energetic competitive traditions in worldly and cultural affairs with an equally dynamic commitment to physical fitness.

The events and emotion of the past few thrill packed days have established beyond any doubt that Canadians care very much about international sports competition and take pride in doing well at it.

In our lifetime there will never be a better goal or a better opportunity for us to focus the youth of our country toward the worthwhile and rewarding proposition of athletic fitness and excellence.

I ask this audience and every Canadian to join us in this cause.

Thank you.