

**MINEPS V** 

*5th International Conference of  
Ministers and Senior Officials  
Responsible for Physical Education  
and Sport*

# Commission II

Promoting Investment in Physical Education and  
Sport

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# Only two real questions

- Why should governments invest?
- How can they maximize their return on investment?



# Why Invest?

- Because there is NO area of national investment with better cost-benefit.

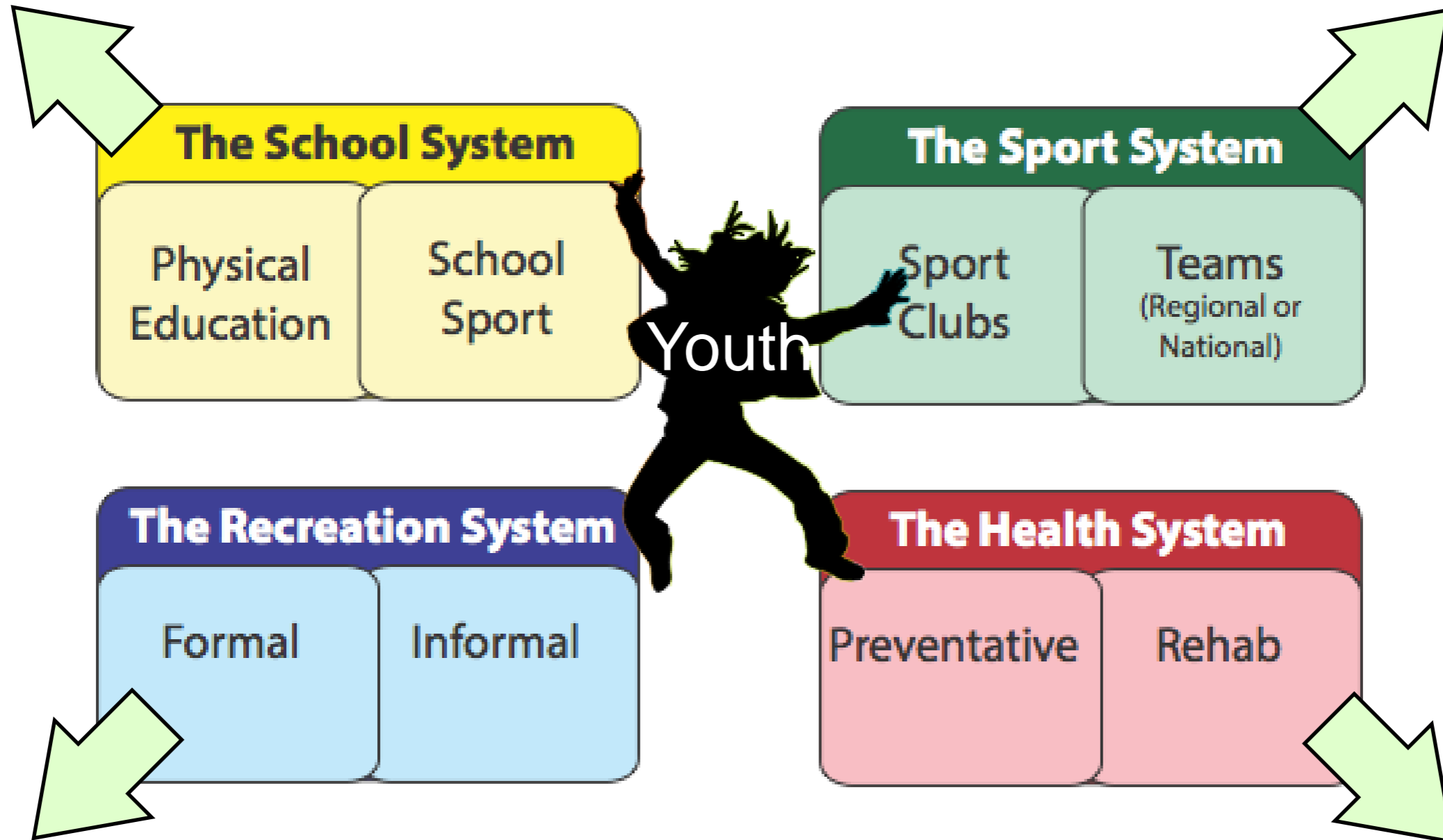
Area of Expenditure	Strength of Evidence	Savings per \$1.00 invested
Health (Physical)	Strong	\$1.75 to \$3.75
Health (Mental)	Strong	\$1.75 to \$3.75
Personal Development	Strong	\$2.90 to \$6.20
Community economic growth	Moderately strong	Not well quantified
Community regeneration	Emerging evidence	\$3.00 plus
Community safety	Moderate	\$3.00 to \$41.00*
Environmental improvement	Emerging evidence	\$1.65 to \$13.40
Social inclusion	Moderate	Not well quantified

But data are almost all from developed countries. We need better data from countries in **all** stages of development



# Maximizing return on investment

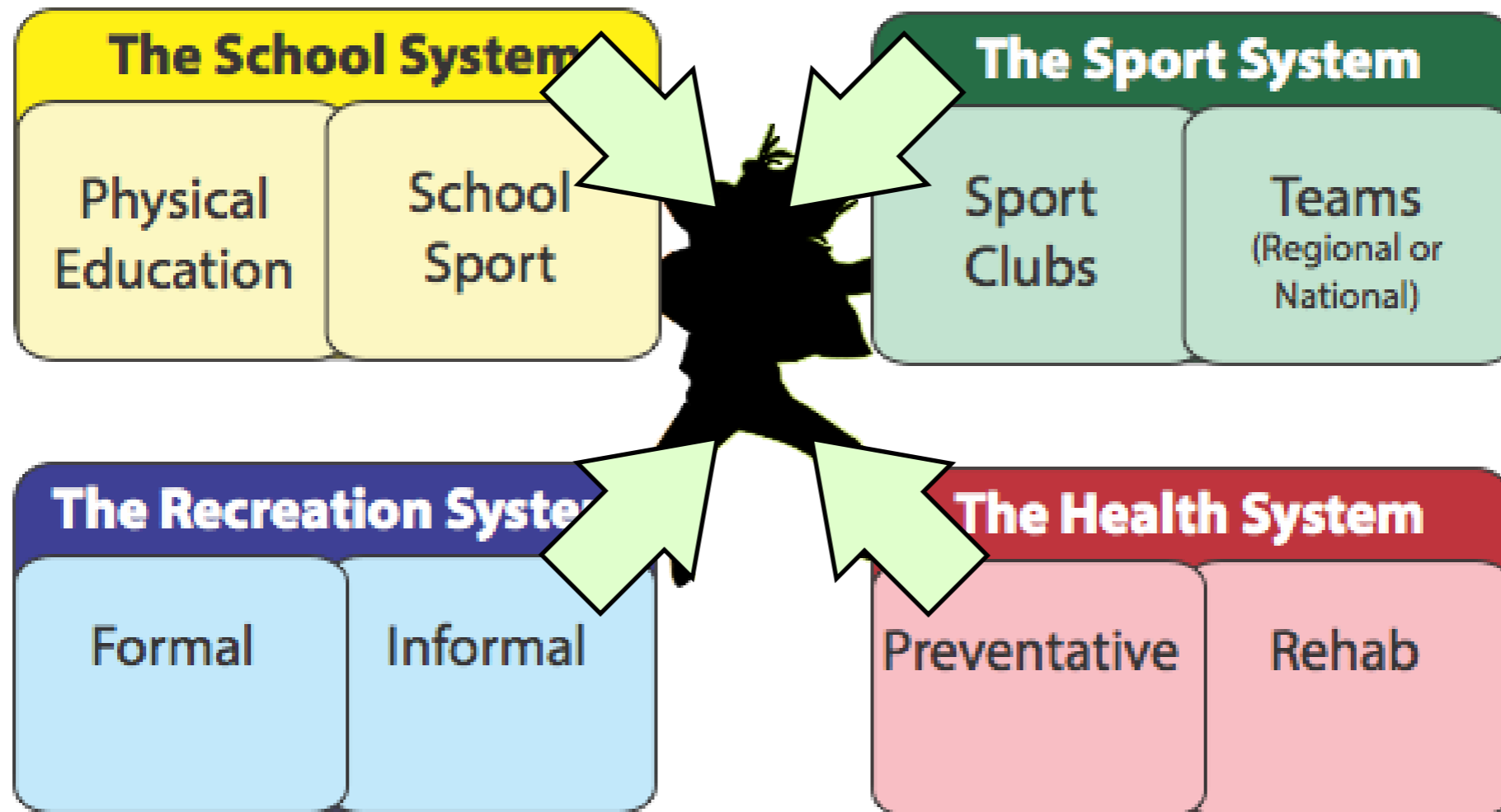
## The current system



# Maximizing return on

# investment

Where we need to be

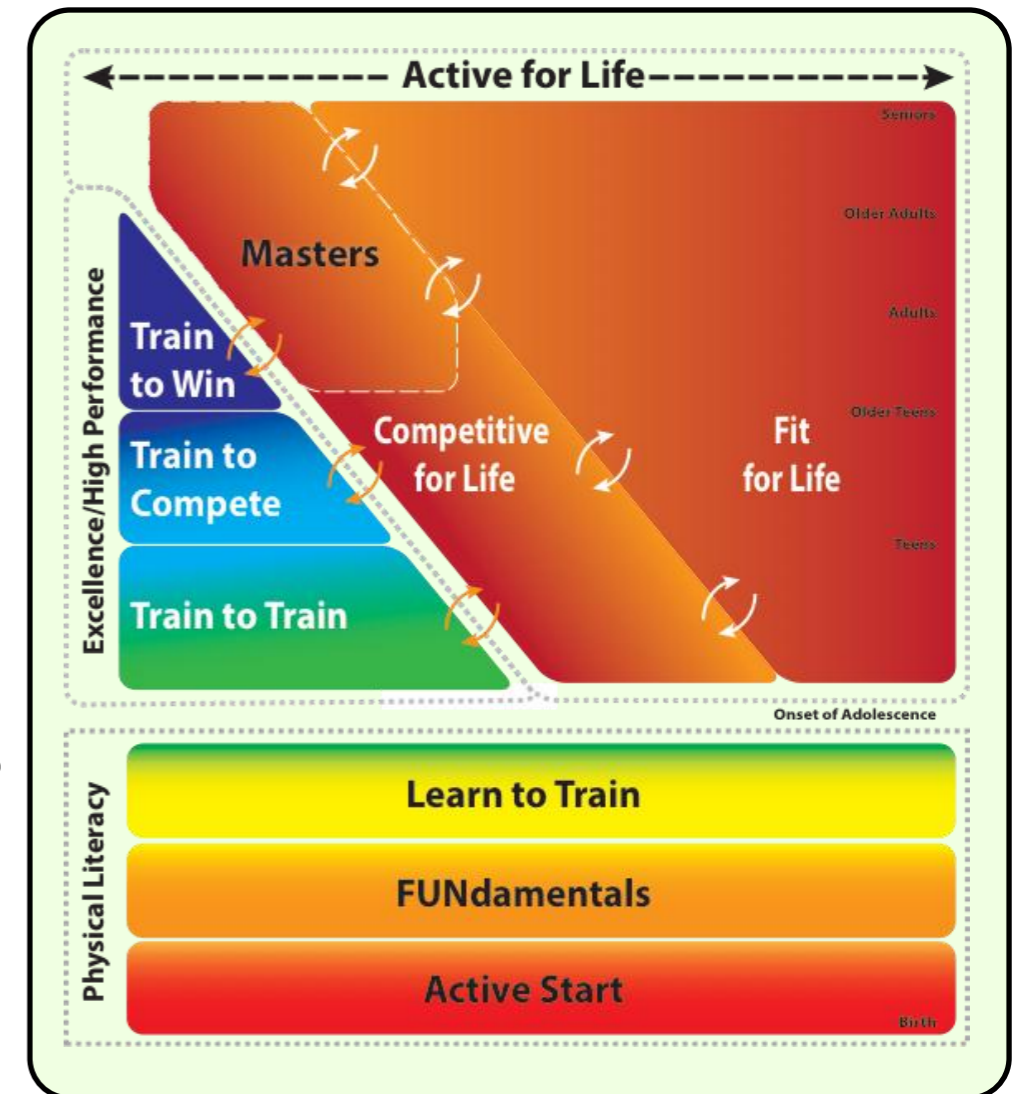


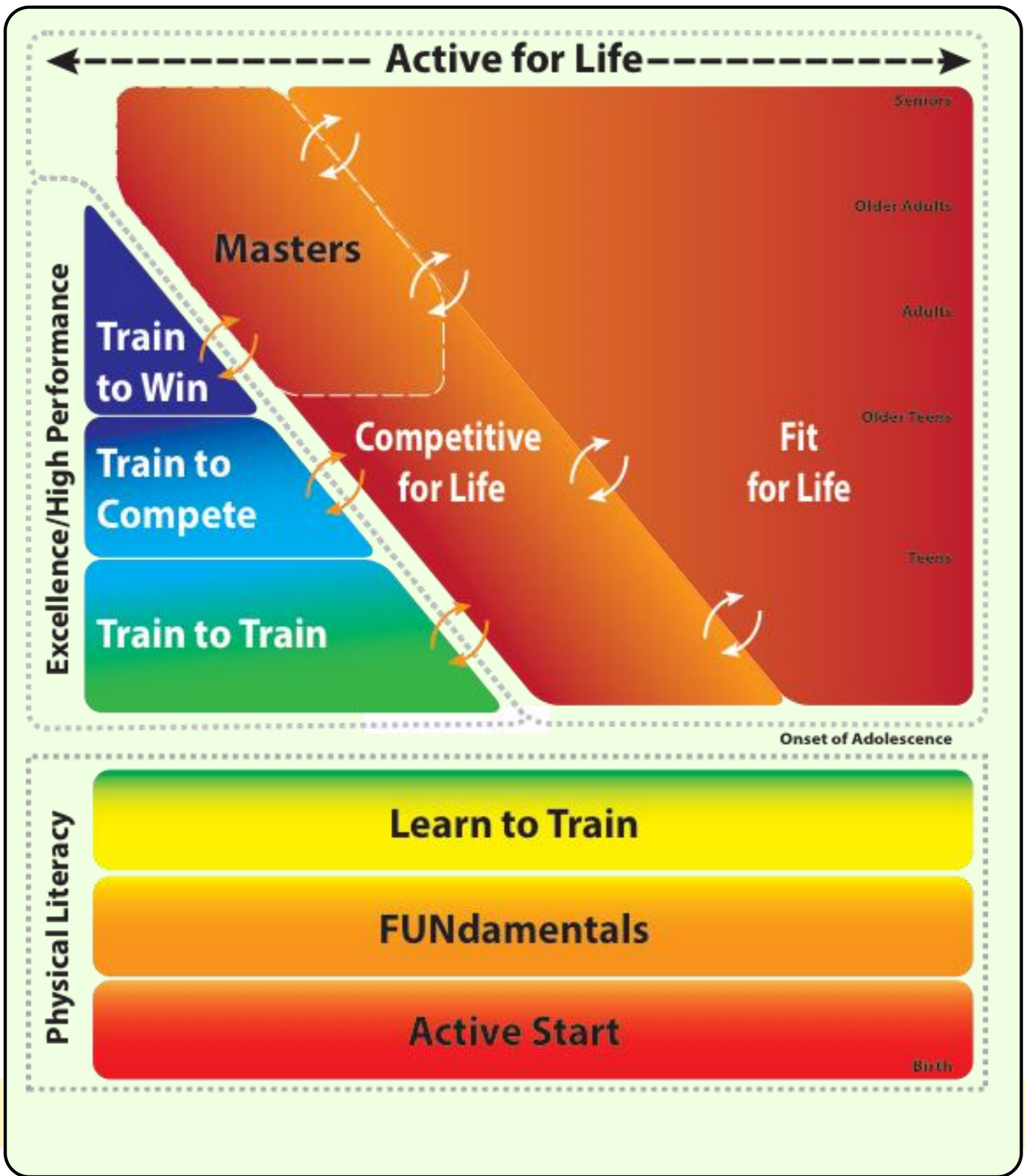
## A unified system



# Long-Term Athlete/Participant Development

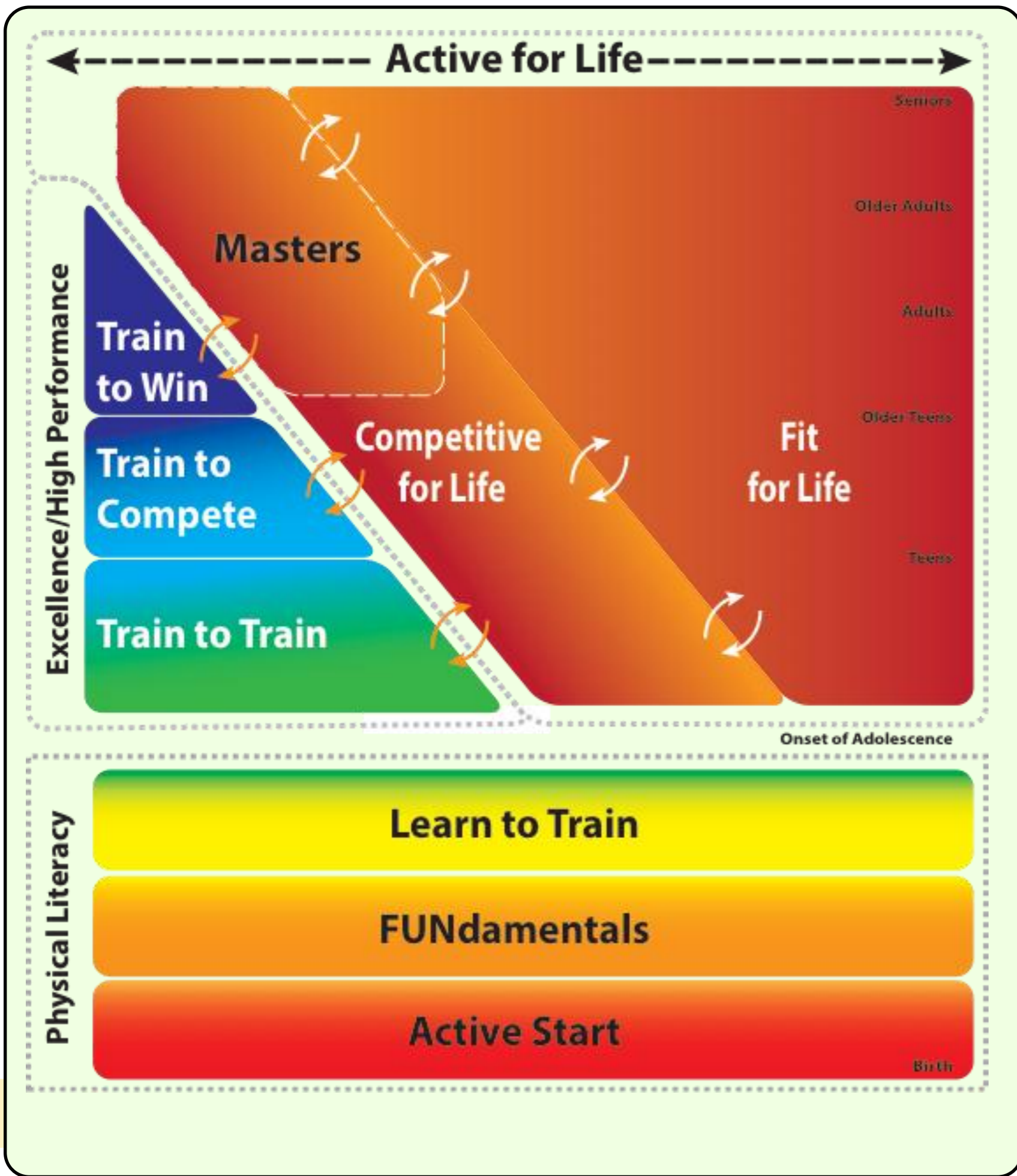
- A “blueprint” for coordinated action
- Common framework for action
- Developmentally appropriate content
- Common language across government departments/units
- Develops both high performance sport AND health enhancing physical activity.





- Based on 7 stages of human development
- Based on science and practical experience
- Build **physical literacy** as base for
  - High performance
  - Healthy active living
- About doing the right things at the right time to give the adult the greatest chance of success





- Optimum LEARNING
- Optimum TRAINING
- Optimum COMPETITION
- Optimum REST and RECOVERY

This is about using existing resources more effectively: Not about needing more people or funds





# PE-Sport-Health-Recreation

- Quality physical education has always been appropriate to the stage of development of the participant.
- Sport has too frequently offered the “adult version” to children and youth (rewarded international athletes by making them coaches)
- Need to align **all** the systems within a country, and train teachers, coaches and leaders.



# Implementing the model

- A national framework called “Canadian Sport for Life” was developed.
- 60+ individual sports applied the framework to the the design and delivery of their programs. Physical and Intellectual disability have been included.
- Education, recreation, and health have used the framework in designing and implementing their programs (especially around **Active Start**, and **Active for Life**)

# Parting thoughts

- Investment in physical education provides the best return on investment. Meets government objectives of **high performance** and **healthy populations**.
- For effective and efficient delivery all sectors (Education, Health, Sport and Recreation) need to be working in collaboration for the benefit of the individual.
- I've presented one model - but it is not the only one - It is the **PRINCIPLES** that are important.



Thank You  
Colin Higgs