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To:

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## A REPORT BACK TO ATHLETES

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The following priority areas for ACTION were identified by Canadian athletes at the 2003 Athletes CAN Forum in Winnipeg.

- Athletes as active advocates- the need for collective and individual action
- Leverage 2010 Games opportunities (Vancouver & Hamilton) to drive physical education of youth, public health, athletes and sport development in Canada.
- Marketing of the athlete product, to position and place in the marketplace
- Protocols and responsibilities clarified between federal, provincial and municipal governments, and their relationship to sport and athletes
- Establish a Minister of Sport and Physical Activity
- Communication Strategy to lever messaging and timing to impact the transition of Paul Martin to Prime Minister
- An Infrastructure Plan linked to the national hosting strategy

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**By the end of October, Athletes CAN will create and distribute to you a Playbook of actions and strategies to be pursued collectively, and by athletes individually.**

