

Speaking Points – April 2011

Adult Fitness Tax Credit

Background:

On April 4, 2011, Stephen Harper announced that a re-elected Conservative Government will introduce a new Fitness Tax Credit for adults of \$500 per year. This Fitness Tax credit will be implemented once the budget is balanced, which is expected to occur around 2015.

Key Points:

- Fitness Industry Council of Canada has been advocating for the extension of the Children's Fitness Tax Credit to include adults since 2006, and as such we are very pleased that the Conservatives have included this as a key election platform.
- We believe that this will save the federal government \$2.5 billion over the next 21 years – based on a 2007 study we commissioned by the Centre for Spatial Economics. Found online by visiting: www.adultfitnessstaxcredit.ca.
- By lowering the cost of physical activity, this tax credit will encourage nearly one million more Canadians to get active and healthier.
- A national poll in 2007 from Pollara Inc, commissioned by FIC indicated that more than three-in-five Canadians think the Children's Fitness Tax Credit should be extended to all Canadians regardless of age.

ISSUES

You simply paid someone to create a report that supports your position:

I disagree with that premise. The report's author (Tom McCormack) is a well-known and respected economist, who has worked for governments and the private sector. He is available to provide more details on the report's conclusions.

Why a tax credit? Why not fund other public facilities?

There is no simple solution and no single solution to improving the fitness levels of Canadians. An Adult Fitness Tax Credit would benefit all Canadians who participate in organized physical activity, such as women's soccer, men's hockey and people who work out at the YM/YWCAs.

A tax credit will not do anything for people who pay little or no tax?

Fitness Industry Council of Canada has always advocated for a fully refundable tax credit, to support low income families.