



CANADA GAMES COUNCIL

2018 / 2019 ANNUAL REPORT

MOMENTUM



OUR FOUNDATIONS

The Canada Games were founded in 1967 as a vehicle to promote sport for youth as well as national unity. That remains true to this day.

Since then, our government partners have worked to refine expectations of the Canada Games and of Canada Games Council. Those refinements include the Clear Lake Agreement (1997) and the Government Measurable Objectives (2014).



70,000+
Athlete Alumni



100,000+
Generous Volunteers



27
Host Communities





MOMENTUM

/məˈmen.təm/

noun

the force that keeps an object moving or keeps an event developing after it has started.

Cambridge Business
English Dictionary



ANNUAL REPORT OVERVIEW



This Annual Report showcases the Canada Games Council's achievements from April 1, 2018 to March 31, 2019.

5.....Letter from our Chair

7.....Tribute to Tom Quinn, Outgoing Chair

11.....Report from our CEO

14.....CGC Team Highlights

16.....Moving Forward: Gender Inclusion Policy

20.....Financials

24.....Looking Back: 2019 Canada Winter Games

39.....Looking Ahead: The Next Three Canada Games

LETTER FROM OUR CHAIR



Evan Johnston

Chair

Canada Games Council

A snowball rolls down a hill – growing and picking up speed as it moves forward. That’s momentum.

This past year, we saw the Canada Games gain momentum as it delivered on its vision to inspire youth to participate and excel in sport, unify our country, and strengthen our communities.

This was most apparent at the 2019 Canada Winter Games in Red Deer, Alberta. Planning a major multi-sport event takes years of preparation. Congratulations to Lyn Radford, Scott Robinson, and the entire 2019 Host Society team for a job well done!

The athletes delivered many unforgettable performances. Some may go on to national and international competition; for others, Red Deer was the pinnacle of their athletic journey. Regardless of which path they take, past Games show us they will all continue to grow as athletes, members of their community, and as Canadians.

Inclusion is one of the Canada Games’ greatest strengths. Wheelchair Basketball was one the hottest tickets and Special Olympic Figure Skating gave us some of the most graceful performances and heartfelt moments of the Games in Red Deer.

In 2019, the Council took inclusion to new level. Our new Gender Inclusion Policy and initiatives like the Apprentice Coach Program make the Canada Games a world leader in creating a safe and welcoming competition environment for all.

(continued)

LETTER FROM OUR CHAIR



In terms of governance, the Canada Games Council Board adopted its Strategic Plan that will guide us and chart our progress as we continue to build momentum. The 2018-2022 Plan is one of the final contributions of outgoing Board Chairman Tom Quinn, who dedicated the better part of two decades to the Canada Games Movement.

Through his leadership, Tom has made a difference in the lives of thousands of athletes, coaches, volunteers, and entire communities across the country. He also helped grow the Canada Games Movement significantly. Tom Quinn's contribution will live on as part of the Canada Games legacy. Thank You, Tom!

The success of the Canada Games relies on the support of our government partners, sponsors, Host Societies, and volunteers. We thank them for collaborating with us to create a unique multi-sport event that benefits thousands of Canadian youth, unites the country, and strengthens communities.

Together with my fellow Council Board Members and the CGC staff led by new President and CEO Dan Wilcock, we are excited to build on the strength of Tom's leadership to propel the Canada Games forward toward the 2021 and 2023 Games, and beyond.

That's the nature of momentum.

THANK YOU, TOM!

TOM QUINN

CGC CHAIR, 2009-2019

For all that you've done to grow the Canada Games Movement and to encourage Canadians to get involved in sport, your contribution will live on as part of the Canada Games legacy. You've made a difference in the lives of thousands of athletes, coaches, volunteers, and entire communities across Canada.

You've contributed in a significant way to the fabric of our country!





Since Tom's first Games as Chair in 2009:

- We revamped our governance to create better relationships with governments and with competing teams
- We worked collaboratively with our partners in the sport system
- We attracted blue chip sponsors, using Canada's best brands to build the Canada Games property, resulting in an improved Canada Games experience.

2018/19 BOARD OF DIRECTORS



Tom Quinn
Outgoing Chair



Evan Johnston
Incoming Chair



Piers McDonald
Outgoing Vice Chair



Catriona Le May Doan
Incoming Vice Chair



Andy Gross
Treasurer

2018/19 BOARD OF DIRECTORS



**Dr. Cheri
Bradish**



**Lynn
Blouin**



**Sue
Boreskie**



**Anthony
Everett**



**Chris
Morrissey**



**Catherine
Gosselin-Deprés**



**Teddy
Katz**



**Blair
McIntosh**



**Elaine
Roper**

REPORT FROM OUR CEO



Kelly-Ann Paul,
Acting President and CEO
Canada Games Council

With each passing year, we build strength and move the Canada Games forward. Together.

This is especially true at Games-time. Hats off to the 2019 Canada Winter Games Host Society Board, led by Chair Lyn Radford & Vice Chair Hugh McPherson, and staff team led by CEO Scott Robinson, for delivering a life-shaping Games experience for athletes and visitors! Red Deer seized their opportunity to shine on the national stage. Your vision, community spirit, and western hospitality endeared fans and athletes while inspiring partners to join the Canada Games Movement. The 2019 Host Society generated new heights of investment from sponsors and donors, and we are looking forward to carrying this momentum forward. Bravo!

Over the past decade the Canada Games Council has been guiding host communities to think about legacy first, to use the Games as a catalyst to reach their potential.

And, it's happening.

In places like Red Deer, the Niagara region, and Prince Edward Island.

The 2019 Games Host Society did a fantastic job leveraging the Canada Games to support sport and community. The state-of-the-art Gary W. Harris Canada Games Centre, which drew large crowds to watch Canada's next generation of champions, now serves Red Deer College students and the broader community.

The Gary W. Harris Celebration Plaza, home of the 52° North Music + Cultural Festival where athletes and fans created lasting memories with new friends after a day of competition, is now a celebration space for future community events while helping to revitalize downtown Red Deer – all thanks to a clear vision and strong stakeholder engagement.

(continued)

REPORT FROM OUR CEO



In the Niagara region, the Council supported the 2021 Canada Summer Games Host Society as its focus transitioned from bid vision to reality. The 2021 Host Society Board of Directors was formed and laid a solid foundation, developing its business plan, signing provincial and regional hosting agreements – essential to the Games’ success – and building a team to execute its tremendous vision.

The Council also had its eye on the horizon, awarding the 2023 Canada Winter Games to Prince Edward Island. The Bid Evaluation Committee was impressed by the bid’s strong partnerships. The Host Society along with the provincial government and University of Prince Edward Island see the Canada Games as an impetus to build a new student residence, providing a first-rate Games’ village while increasing UPEI’s long-term student accommodation capacity.

Strong partnerships are essential to building the Canada Games’ momentum. The Council continues to work collaboratively with all levels of government to ensure the Canada Games are a vital piece of the provincial, territorial and national sport systems – inspiring youth, uniting the country and strengthening communities along the way.

With each passing Canada Games, we build strength and move forward. Together.

“The Canada Games are always very exciting, because not only do you want to perform for your team, but also for your Province to get as many medals as possible. That was one of my main sources of motivation.

In my opinion, the **magic of the Canada Games** and what makes this competition unique is the **team spirit it sparks**. It's a very **unifying event** and that's what makes all the difference!”

Félix Dolci
Team Québec
Most Decorated Athlete
2019 Canada Winter Games



CANADA GAMES COUNCIL HIGHLIGHTS



At its April 2018 meeting in Red Deer, Alberta, the Canada Games Council Board of Directors adopted its 2018-2022 Strategic Plan. To view the full Canada Games Strategic Plan please visit canadagames.ca

VISION

Canadians celebrate the Canada Games. The Canada Games inspire youth to participate and excel in sport, unify our country and strengthen our communities.

VALUES

Collaboration - We work together and we respect each other.

Integrity - We are uncompromising in our ethical behavior and in our commitment to being honest with ourselves and with others.

Inclusion - All are welcome to take part in the Canada Games.

Responsibility - We are responsible stewards of the legacy of the Canada Games and of the resources we are entrusted with by partners and governments, leaving communities with a positive legacy after every Games.

CATALYZE

LEAD

DEVELOP



2019 Canada Winter Games Overview

The Canada Games Council:

- Managed travel arrangements for **3,400** games participants and officials
- Developed **\$3M** in National Partnerships
- Presented the importance, highlights and legacies of the Canada Games to Federal-Provincial/Territorial Sport Ministers
- Celebrated 2019 Hall of Honour and hosted Board Members and Sponsors
- Co-hosted a successful Observer Program for both future domestic and international Games



2019 Canada Winter Games Overview

GAMES

- Guidance and support for Niagara's 2021 Business Planning process
- Awarded 2023 Winter Games to Prince Edward Island

SPORT

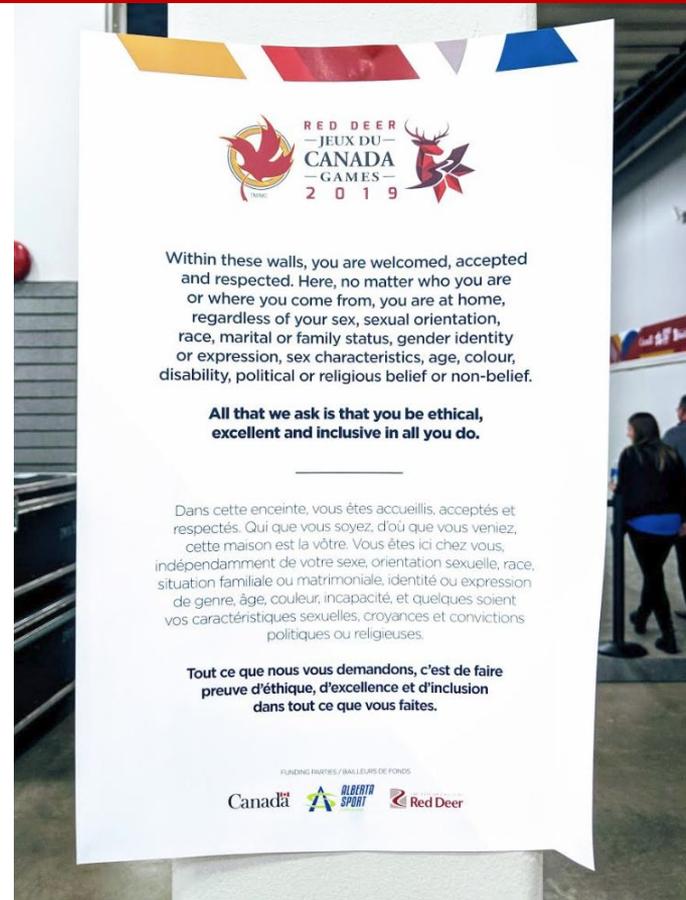
- Launched and implemented the Canada Games' Gender Inclusion policy
- Initiated Indigenous Officials Apprentice Program pilot project
- Initiated Sport Selection review in collaboration with national sport organizations

SPOTLIGHT GENDER INCLUSION POLICY



"The CGC recognizes that sex and gender are not the same thing, and that individuals are born with different combinations of sex and gender as part of their identity. This policy aims to set the conditions by which the CGC and its Host Societies will create a safe and welcoming environment for transgender or intersex participants at the Canada Games."

Gender Inclusion Policy - Adopted by the Canada Games Council, December 2018



SPOTLIGHT GENDER INCLUSION POLICY



“The Canada Games is one of (the) **most significant first experiences for a young athlete.** If (they encounter) safe practices... in their first Games it sets the stage for what they should expect for what **safe competition and safe sport** should be.”

Lorraine Lafreniere, CEO
Coaching Association of Canada





2019 Canada Winter Games Overview (continued)

MARKETING AND PARTNERSHIPS

- Seconded CGC staff member to support MNP Canada Games Torch Relay
- Digital Storytelling strategy executed via production of 41 videos and 31 editorial articles, netting +6,532 followers on social channels
- Tested new technology and distribution platform on webcast at 2019 Games resulting in 133% viewership over last Games
- Initiated brand positioning strategy and refresh

CORPORATE

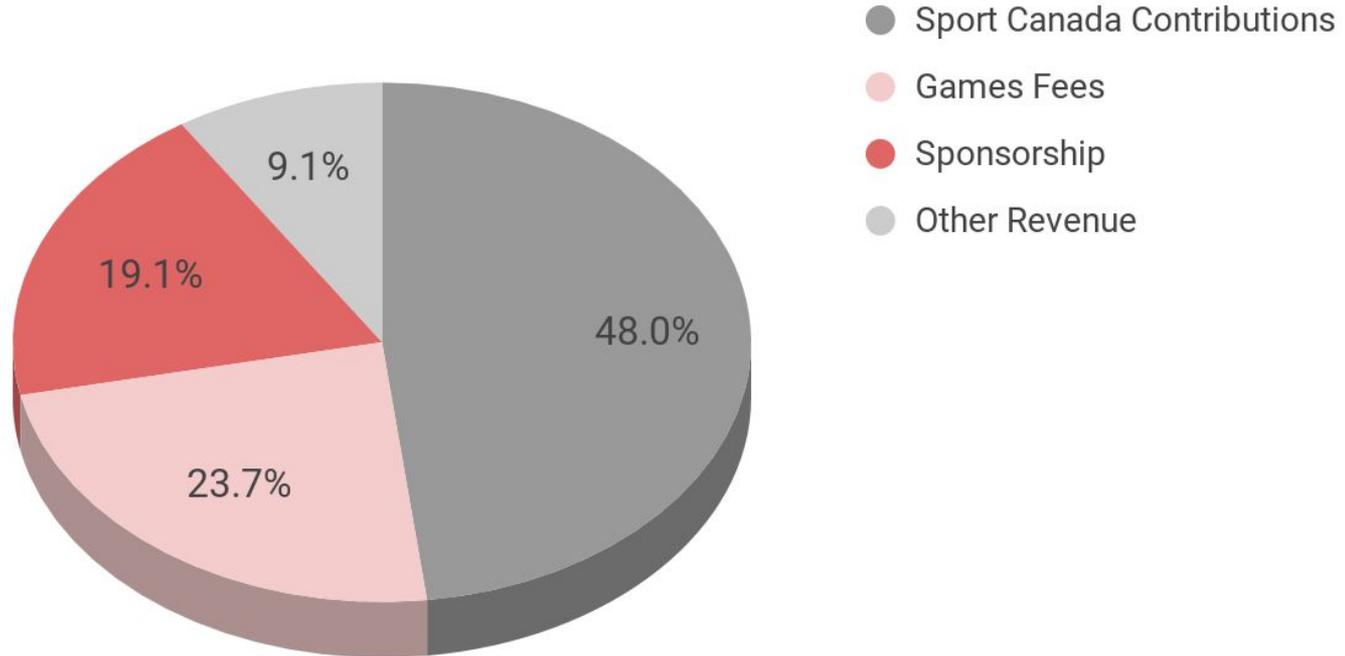
- New Strategic Plan adopted in 2018
- Provided Board Members with a top Games experience in Red Deer
- Provided governance and logistics support for CGC mission at 2019 Games



CANADA GAMES COUNCIL REVENUES



CGC 2018-19 Revenue: \$2,322,304



CATALYZE

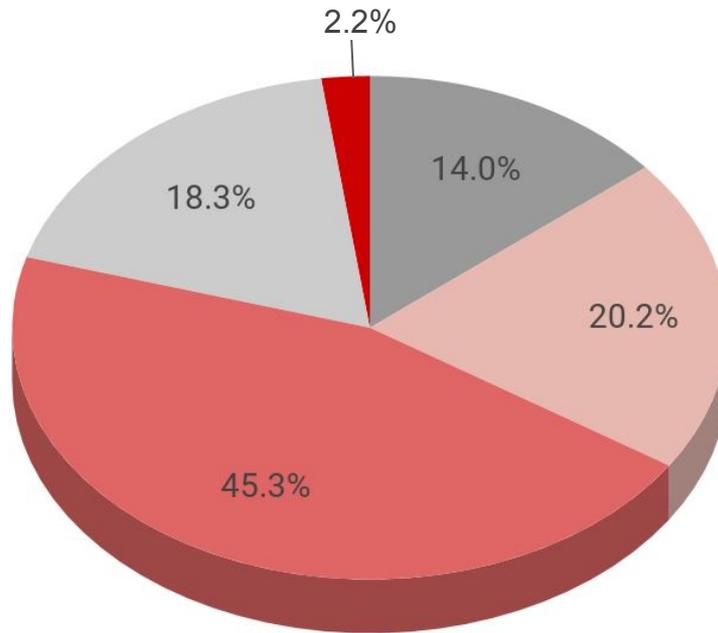
LEAD

DEVELOP

CANADA GAMES COUNCIL EXPENDITURES



CGC 2018-19 Core Expenses: \$2,395,652



- Corporate Services
- Marketing & Communications
- Human Resources
- Transfer of Knowledge Programs
- Sport Technical

CATALYZE

LEAD

DEVELOP



2019 - 2020

- **New Leadership:** Incoming President and CEO Dan Wilcock will usher in the next phase of CGC's business evolution.
- **Sport Selection Review:** Complete process to revise sport selection policy.
- **Canada Games Brand:** Seize opportunities to build awareness, move toward refreshing visual identity and launch new website.
- **Partnership Strategy:** Review partnership opportunities and renew long-term sponsorship strategy in collaboration with future hosts.
- **Leadership to Host Societies:** Review documentation, processes, and structure to deliver meaningful services and support for Games to succeed.
- **LIMA 2019 ParaPan American Games:** Gain insight into Para Sport and Operations.

LOOKING BACK

2019 CANADA WINTER GAMES

RED DEER, ALBERTA





“Eight years ago, hosting the Canada Games was just a dream. And today, I stand here incredibly proud of what a moment this has been. **Our community, province and nation are forever changed because of the 2019 Canada Winter Games.**”

Thank you to all the participants, sponsors, Funding Parties, volunteers, staff, Board and spectators.

This was our moment!”

Lyn Radford
Chair

2019 Canada Winter Games Host Society

2019 CANADA WINTER GAMES

Over 3,400 participants, including 2,377 of Canada's best young athletes, descended upon Red Deer, Alberta from February 15 to March 2. All 19 sports and a major Festival were delivered in the coldest February in Red Deer's History!

SATISFACTION RATING

Athletes **95%**

Spectators **96%**

Volunteers **91%**





2019 CANADA GAMES HALL OF HONOUR

The Hall of Honour recognizes, honours and celebrates exceptional Canada Games alumni who have distinguished themselves as athletes, coaches, officials or administrators, or persons who have made an outstanding contribution to the development and advancement of the Canada Games.

Athletes **Jennifer Heil (Freestyle Skiing)**, **Cindy Klassen (Speed Skating)** and **Bruny Surin (Athletics)**, along with Builder **Clare Drake (Coach)** and Distinguished Alumna **Dr. Elizabeth Cannon (Swimming, Synchronized Swimming)** were announced as the Canada Games Hall of Honour Class of 2019.

CANADA GAMES AWARDS

At each Games, the Canada Games Council presents three awards recognizing exceptional team achievements.



CENTENNIAL CUP TEAM ALBERTA

Presented to the provincial or territorial team that shows the greatest improvement from one Games to the next.

Alberta earned a total of 274 flag points, an improvement of 24.5 points over their 2015 Winter Games performance.



JACK PELECH AWARD TEAM ALBERTA

Presented by the Interprovincial Sport and Recreation Council.

This award goes to the provincial or territorial team that best combines competitive performance, good sportsmanship, and a spirit of fair play, cooperation and friendship.



CLAUDE HARDY AWARD TEAM NEWFOUNDLAND AND LABRADOR

This award serves to recognize the talents and dedication of a provincial or territorial Mission Team.

Team Newfoundland and Labrador last won the Claude Harvey Award in back-to-back Canada Games in 2007 and 2009.

2019 GAMES SUCCESS STORY

Volunteers & Staff

1,338 Pre Games & Event volunteers

4,600 Volunteers

28,800 Volunteer shifts

171,000 Volunteer hours

65 Staff & Students

1,145 Months of work



2019 GAMES SUCCESS STORY

Marketing and Media

475,300 people watched the Games on TSN

9.9M webcast minutes watched

26,000+ photos

308,000+ unique website visitors

2019 Canada Winter Games Social Fans:

- Facebook - **13,500** (+136%)
- Twitter - **6,300** (+126%)
- Instagram - **6,300** (+126%)

754 media stories in newspapers nationally during 2 weeks of Games



2019 GAMES SUCCESS STORY

Tickets and Merchandise

Merchandise Sales - **\$974K**

Ticket Sales - **\$1.2M**

Sponsorship - **\$12.21M**

Fundraising - **\$2.67M**





MNP CANADA GAMES TORCH RELAY

- First ever **national torch relay**
- **Largest in the history of the** Canada Games
- Visited **48** communities across Canada
- **231** torch bearers
- **16,000** attendees
- **25,000** kilometers traveled
- **135** media stories
- **42 million** Twitter impressions

2019 GAMES SUCCESS STORY

Overall Economic Impact Activity

Canada - **\$122.7 M**

Alberta - **\$110.3 M**

Red Deer - **\$92.3 M**

2019 Total Visitors - **26,000**

Total Visitor Spend - **\$20.2 M**



2019 CANADA WINTER GAMES LEGACY VENUES

Gary W. Harris Canada Games Centre

Built at Red Deer College, this legacy facility includes teaching and learning spaces, fitness and training space, an Olympic-sized ice surface, a performance gymnasium, and an outdoor athletics zone. It hosted Wheelchair Basketball, Squash, Figure Skating, Badminton, and Short Track Speed Skating during the Games.



2019 CANADA WINTER GAMES LEGACY VENUES

Gary W. Harris Celebration Plaza

Located in downtown Red Deer, this legacy build played host to the major arts and cultural festival of the 2019 Games. It served as a gathering place for the community and Games participants to enjoy a variety of local and national performers and activities, and will provide a long-term celebration space in the heart of the city for future arts and cultural events.



EVENT HEALTH EXCEEDS TARGETS

Best in class event health: Strong and stable satisfaction in line with recent years, and 4 in 5 attendees likely to return.

Strong buzz: Word of mouth far exceeded targets, with 2 in 3 attendees also sharing content on social media.

2019 Highlight: Opening Ceremony was well appreciated by attendees and among the most followed event on TV.



STRONG SPONSORSHIP RESULTS

Strong and consistent average sponsor awareness: Increased favourability and future purchase intent for the 2019 Canada Games.

Delivering Impact: Long standing & newer sponsors managed to stand out among attendees, an indication that both large and small brands can have an impact by associating with the Canada Games.

Sponsor activations: Activations helped sponsors achieve better gains and contributed to the overall event health and attendee experience.





LOOKING AHEAD THE NEXT THREE CANADA GAMES



**NIAGARA
2021**



**PRINCE EDWARD ISLAND
2023**



**NEWFOUNDLAND & LABRADOR
2025**



LOOKING AHEAD

2021 CANADA SUMMER GAMES: NIAGARA



Transforming Communities - Niagara Region's winning bid to host the 2021 Canada Games calls for new sport infrastructure, upgrades to existing facilities and new sport equipment. Much of this sport infrastructure and equipment is to be located at a new Canada Games Park situated in the heart of Niagara and adjacent to Brock University. Other new facilities include a new Henley Rowing Centre in St. Catharines.



NIAGARA
2021

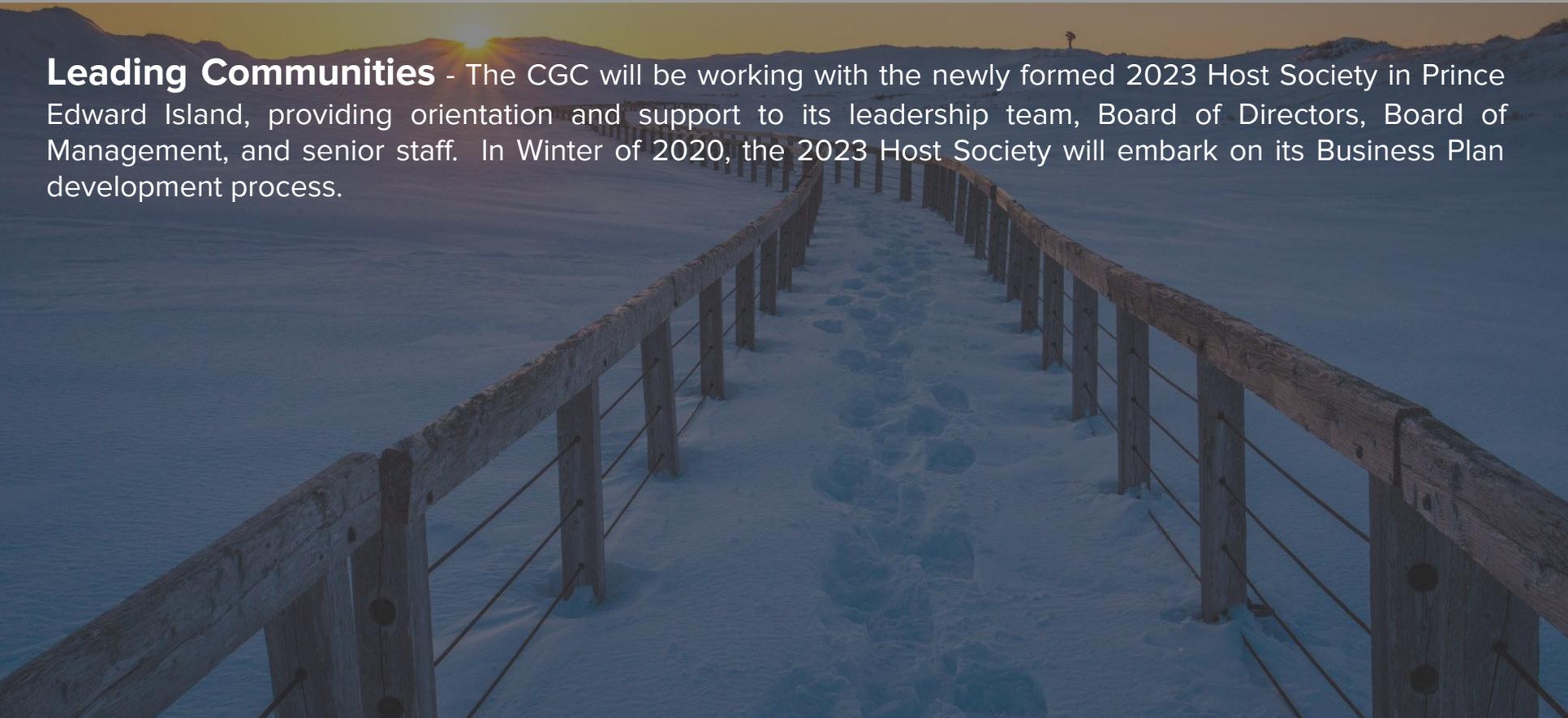


LOOKING AHEAD

2023 CANADA WINTER GAMES: PEI



Leading Communities - The CGC will be working with the newly formed 2023 Host Society in Prince Edward Island, providing orientation and support to its leadership team, Board of Directors, Board of Management, and senior staff. In Winter of 2020, the 2023 Host Society will embark on its Business Plan development process.



LOOKING AHEAD

2025 CANADA SUMMER GAMES: NL



Engaging Communities - The CGC will continue collaborating with the Government of Newfoundland & Labrador in reviewing and establishing Games standards and the bid evaluation process for the 2025 Canada Summer Games. The bid process will be launched in the winter of 2020.



THANK YOU TO OUR PARTNERS



The Canada Games wouldn't be possible without the generous support of our Partners

Funding Partner / Bailleur de fonds

Canada

National Sponsors / Commanditaires nationaux



National Suppliers / Fournisseurs nationaux





Canada Games Council

261 - 1200 St. Laurent Blvd.
P.O. Box 72, Ottawa, ON K1K 3B8
613-526-2320 / cgc@canadagames.ca