



# Canada Games Council

Annual Report

2014-2015



INSPIRE

# Canada Games National Partners

SPORTCHEK **sports experts** Teck Shaw)

Deloitte. **Columbia**    
KONICA MINOLTA

   **sage**  
The **LOOK** Company by KIMIK IT

 GLOBAL BUSINESS TRAVEL **TSN | RDS** Canada

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—JEUX DU—  
CANADA  
—GAMES—



—JEUX DU—  
CANADA  
—GAMES—



# Chairman/CEO Remarks

Greetings,

The 2014/2015 year was yet another exciting chapter in the history of the Canada Games as the Year of Sport in Canada was launched with the hosting of the 2015 Canada Winter Games in Prince George, B.C. — the 25th edition of the Canada Games! The Games once again showcased the tremendous skill of our nation's next generation amateur athletes, the dedication of thousand's of volunteers in Prince George and Northern British Columbia, and the true passion for amateur sport that is represented throughout the country.

The 2015 Host Society in Prince George set out to 'write a northern story of spirit and passion inspiring unique and magical experiences for all Canadians' and indeed, they did. Congratulations PG!

You will find enclosed some of the highlights of our work throughout the year as we remained focused on furthering the profile, visibility and progress of the brand and property, while also ensuring the best possible service to our host communities through the Canada Games Council's (CGC) transfer of knowledge program.. The CGC has successfully received its Certificate of Continuance through the transition to the new Not-for-Profit Act and is proud to be one of only a few sport organizations having been granted the Imagine Canada Designation for good governance.

The Canada Games are a success story from the 1967 Centennial celebrations. In 2017 we will celebrate our 50th anniversary in the center of the nation, Winnipeg, Manitoba. There are exciting times ahead as we continue to explore numerous opportunities to celebrate our special milestone together with the 150th anniversary milestone of Confederation. With our 50th anniversary being an identified milestone 'Road to Event' towards Canada's 150 celebrations, we hope this unique positioning with some innovative and creating programming will help leave the Games in great shape for our next 50 years!

We thank our Board of Directors, staff, Host Societies, Games participants, volunteers, governments, national sponsorship partners, the sport community and many other key local, regional and national partners, stakeholders and supporters for your continued dedication and commitment to the Canada Games and the Canada Games Movement.

Here's to having had a great year!



*Jon Chi*  
Chairman



*Lue Hyland*  
President/CEO



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“Competing at the Canada Games was the highlight of my young athletic career. The Games provided me with critical experience of performing on demand at a first-rate event. Furthermore it was a privilege to take part in an event that celebrates the importance of sport and competition in Canada.”

Two time Olympic medalist,  
JENNIFER HEIL

# About the Canada Games

The Canada Games are a photo-finish, national anthem, top of the podium, world-class kind of opportunity for Canadian youth. The Canada Games are where greatness begins. Inspiring dreams and building champions is the role that the Canada Games perform in sport for our future heroes and champions. We help create lasting legacies across Canada, stimulate national pride and volunteerism within communities, while inspiring youth and our talented athletes to strive for excellence.

The Canada Games are the cornerstone of Canadian sport that engage every province and territory, Canada's amateur sports Associations, municipal, provincial/territorial and federal levels of Government and Canada's corporate community in an initiative that unites our entire nation.







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# Canada Games Hosting Rotation

| Year | Province/Territory      | Season |
|------|-------------------------|--------|
| 2013 | Sherbrooke, Quebec      | Summer |
| 2015 | Prince George, B.C.     | Winter |
| 2017 | Winnipeg, Manitoba      | Summer |
| 2019 | Red Deer, Alberta       | Winter |
| 2021 | Ontario                 | Summer |
| 2023 | Northwest Territories   | Winter |
| 2025 | Newfoundland & Labrador | Summer |







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## Vision

The Canada Games are a premium, nation-building, multi-sport event that enrich Canadian culture and create lasting legacies.

## Mission

The Canada Games Council ensures the Canada Games are delivered as a unique, premium, nation-building, multi-sport event and are strengthened as a property.

## Values

We are ethical, inclusive and strive for excellence in all that we do while acting with integrity, honesty and respect for others. We work collaboratively with our partners in an accountable and responsive manner.

## Strategic Goals

- To be widely recognized by Canadians as a unique, premium, nation-building multi-sport event for youth, that creates enduring legacies for the Canada Games property and sport in host communities, provinces and territories.
- To implement an efficient, effective and interactive Canada Games Transfer of Knowledge Program to support host societies in delivering the Canada Games.
- To maximize the leadership role of the Canada Games in connecting Canadians and increasing the value they place on sport while ensuring the Canada Games is a significant contributor to the Canadian sport system.
- To create a sustainable organization through efficient and effective operations, mechanisms for stakeholder engagement and government relations and the development of innovative investment opportunities for individuals and strategic partners.



# 2014/2015 Highlights

***Strategic Goal #1: To be widely recognized by Canadians as a unique, premium, nation building multi-sport event for youth, that creates enduring legacies for the Canada Games property and sport in host communities, provinces and territories.***

The 2014/15 year saw the Canada Games Movement continue to progress as we embarked on initiatives to further strengthen the Games position as a leader in the development of Canada's next generation of national, international, and Olympic athletes. No initiative was more prolific than the 2015 Canada Winter Games held in Prince George, B.C., and the Games ability to successfully deliver on their objectives has added momentum to the Movement as we look ahead to 2017.

We continue to increase our broadcast and media coverage initiatives as we constantly look to increase the profile of the Canada Games. Examples of the coverage provided for the 2015 Games includes:

- 80 hours of national broadcast by TSN/RDS anchored by Canada Games alumni and Olympic hero Catriona Le May Doan,
- over 900 hours of webcasting through SportsCanadaTV.ca,
- the launch of the new daily Canada Games TV Today half hour magazine show (in English and French) through a partnership with the 2015 Host Society, ViaSport and BCIT, and,
- the local and provincial coverage of the Games by Global TV (with a provincial reach of 4.3M).

The Canada Games Council (CGC) continued to focus efforts through 2014/2015 on strategies to increase national profile and visibility for the Canada Games. A highlight during the year was the signing of Shaw Communications as a new National Partner. They will be critical to helping us deliver the Canada Games message across the nation more often.

Shaw's involvement for the first time at the 2015 Canada Winter Games in Prince George, along with our National Partner activations in and around the Games, were all instrumental in building awareness of the Canada Games across the country in the lead up to and during the Games in Prince George in February, as were the Games themselves and the many great legacies left behind in the community post Games.

As well, CGCs marketing initiatives including our Canada Games Hall of Honour athlete and builder inductions (Nicolas Gill, Joy Ward-Fera, Abdul Shaikh, Sandrine Charron), our Canada Games Flagbearer Program including Canada Games alumni and Olympic, Paralympic, World Championship heroes (Susan Auch, Eric Bedard, Robert 'Bo' Hedges, Cathy Priestner, Joy Ward-Fera), our Past Host Communities Flag Tour Program celebrated by 24 past host communities, along with our National Partner Breakfast and Pre-Opening Ceremonies Welcome Reception, all provided increased exposure to the Games.

The 'Year of Sport' campaign launch in October 2014 by the Federal Government, in conjunction with the 2015 Canada Games Torch Relay launch on Parliament Hill provided some great added exposure nationally for the Canada Games, as did some of the recent awards and recognition bestowed upon the Games, including: the 2015 Canada Games in Prince George (see below), the announcement of the new Canada Games Sport for Life Centre in Winnipeg, Manitoba in collaboration with Sport Manitoba and the 2017 Host Society, and finally, the recognition provided to the 2013 Canada Games in Sherbrooke, Quebec, as an 'Event of the Year' by the Canadian Tourism Industry.

Finally, additional profile and visibility was gained for the Canada Games through the annual golf fundraising event in Montreal, in collaboration with Sport Chek/Sport Experts, as well as a strategic partnership with Canada's Sports Hall of Fame and the

2014 Induction Dinner in Toronto, covered by Sports Net and including Canada Games alumni inductee Pierre Harvey and as well, through Canada Games participation in Sports Day in Canada last November.

Building profile and visibility remains a critical component of success and sustainability for the Canada Games moving forward.

***Strategic Goal #2: To maximize the leadership role of the Canada Games in connecting Canadians and increasing the value they place on sport while ensuring the Canada Games is a significant contributor to the Canadian sport system.***

The year saw CGC continue its work with key partners to ensure the relevance and positioning of the Canada Games to be a significant contributor to the Canadian sport system. We continue to track data and information that shows alignment between next generation Canada Games alumni and other high profile national and international level Canadian teams.

The Canada Games 50th anniversary to be celebrated in Winnipeg in 2017 has been designed as one of the 'Road to Events' towards the 150th celebration of Confederation. The convergence of these two milestones creates opportunities that we continue to explore with our key partners and stakeholders.

***Strategic Goal #3: To implement an efficient, effective and interactive Canada Games Transfer of Knowledge (TOK) to support host societies in delivering the Canada Games.***

The evolution of CGCs transfer of knowledge (TOK) program for hosting communities has grown substantially over the years, with CGC working on 4-6 Games annually, all at different point within the

nine Phase Games Life-Cycle model created to drive our TOK program. A TOK manual has been developed and is shared with each hosting community to outline roles and responsibilities, and provide tools, guidance, and advice through the life-cycle model.

Throughout the 2014-2015 year, CGC continued its work with communities, across Canada, including:

- Phase 9 close down with the 2013 Canada Games Host Society in Sherbrooke, QC,
- Phase 8 hosting of the 2015 Canada Games in Prince George, BC under the leadership of Chairman, Anthony Everett and CEO Stuart Ballantyne,
- Phases 3/4/5 with the formation of the 2017 Host Society under Co-Chairs Hubert Mesman and Mariette Mulaire, the hiring of new CEO Jeff Hnatiuk and launch of the logo for our 50th anniversary celebration in 2017,
- Phases 1/2/3 for the 2019 Canada Games, including the competitive bid review process and announcement selecting the City of Red Deer as host for the 2019 Canada Winter Games, formation of the Host Society Board under Chair Lyn Radford, selection of CEO Scott Robinson, and announcement of Ron and Cari McLean as Honorary Chairs for the Games,
- Phases 1 and 2 with the Government of NL regarding the 2021 Games in NL, and the hosting of an Information Session in June 2014 with 5 communities in NL participating, and finally,
- Continued work on Phase 1 with the Government of NWT on the potential hosting of the Canada Winter Games in NWT in 2023.

The CGC and 2015 Host Society delivered a strong observer program at the Games in Prince George, which was attended by 28 individuals from six organizations. CGC was pleased to sign on AMEX Global Business Travel as the 'Team Transportation Partner' for three Games.

**Strategic Goal #4: To create a sustainable organization through efficient and effective operations, mechanisms for stakeholder engagement and government relations and the development of innovative investment opportunities for individuals and strategic partners.**

Revenue generation for hosting communities remained a high priority for CGC last year, with every Games requiring between \$8 to \$10M of self-generated revenues to deliver the Games to Standards. A highlight of the 2014/2015 year was that four new national partners were added to the current slate of nine national partners, bringing our total national partners up to 13, including:

- Sport Chek/Sport Experts (Founding National Partner),
- Deloitte,
- TECK,
- Canadian Olympic Foundation,
- Columbia,
- Sage,
- KIMIK IT,
- The Look Company (TLC),
- TSN/RDS,
- Shaw Communications (new),
- Panago Pizza (new),
- Konica Minolta (new),
- AMEX Global Business Travel (new).

A total of \$1,448,922 was provided to the 2015/2017 Host Societies through national partner deals in the 2014/2015 fiscal. The total support over two years provided by Canada Games National Partners to the 2015 Canada Games in Prince George was close to \$2M.

CGC was pleased to sign a strategic partnership agreement with the Foundation for Athletes Sports Training (FAST), and the Canadian Olympic Foundation (COF) creating a Canada Games Fund to be managed by the COF.

Government relations remains critical to CGC operations. This past year CGC was engaged with our government partners on numerous items of relevance to our government partners including: Government Measurable Objectives (GMOs) for the Canada Games, submission of our Business Plan for Mandated Functions to increase CGC capacity to meet stakeholder expectations, and discussion and presentations to Ministers and Deputy Ministers regarding the Canada Games 50-150 project. As per normal practice, CGC presented to Ministers in Prince George primarily highlighting our progress towards our strategic plan.

Corporately, CGC successfully transitioned to the new Not-For-Profit Act in 2014/2015, and has received its Certificate of Continuance. Our first elections are planned for September 2016. As well, CGC worked tremendously hard this past year to become one of the first few national sport organizations, and first MSO, to receive the Imagine Canada designation for Good Governance.



# 2015 Canada Winter Games – Prince George, B.C.

## Overview

The year 2014/2015 once again consisted of highlights and events that further helped to shape and progress the Canada Games Movement, but no event was bigger than the one that took place in northern British Columbia.

In February 2015 the Canadian amateur sports sector turned its attention to Prince George B.C. as The 2015 Canada Games Host Society wove a story of northern spirit and passion that encompassed an entire nation and showcased the true passion for amateur sport in Canada as they hosted the 2015 Canada Winter Games.

With a driven leadership team at the helm of the 2015 Host Society, the 2015 Canada Winter Games were guided by the following seven pillars:

1. **Exceptional Athlete Experience**
2. **Private Sector Funding Success**
3. **Quality Delivery of the Games**
4. **Excellent Community & Regional Engagement**
5. **Raising the Bar on Media Coverage**
6. **Building the Canada Games Brand**
7. **Providing Meaningful Legacies**

Two weeks of intense competition saw elite amateur athletes from every Province and Territory in Canada leave their mark on Canada Games history and the province of B.C. as they displayed their skill and determination in front of the entire nation.

The Canada Winter Games were a staple sporting event for 2015, as they were recognized by the Government of Canada as a key event to the

“Year of Sport” program along with other major sporting events including the 2015 IIHF World Juniors, Toronto 2015 Pan and Parapan American Games, and FIFA Women’s World Cup.

The main priority during the 2015 Games was to place an emphasis on incredible athlete experience, and the 2015 Host Society chaired by Anthony Everett along with Chief Executive Officer Stuart Ballantyne and the incredible team of Host Society staff and over 4,800 volunteers ensured the 2015 Games were an experience the athletes would never forget.

The exceptional athlete experience prioritized by the 2015 Host Society translated into fantastic competition on the field-of-play, as spectators experienced two weeks of stand-out performances across all 19 sports. At the conclusion of the competition, the top three medal team standings were:

1. **Quebec** – 141 medals: 62 gold, 39 silver, 40 bronze
2. **Ontario** – 112 medals: 47 gold, 40 silver, 25 bronze
3. **British Columbia** – 88 medals: 21 gold, 34 silver, 33 bronze

## 2015 Canada Games Awards

**Centennial Cup** – awarded to **New Brunswick**

The awarding of the Centennial Cup exemplifies the pan-Canadian sport development objective of the Canada Games. It is presented to the provincial or territorial team that shows the greatest improvement from one Summer Games to the next or from one Winter Games to the next. The Centennial Cup has been won by 10 different provinces and territories since added to the Games in 1971.

### Jack Pelech — awarded to Yukon

Presented by the Interprovincial Sport and Recreation Council, the Jack Pelech Award goes to the provincial or territorial team whose athletes, coaches, managers, and mission staff best combine competitive performance, good sportsmanship and a spirit of fair play, cooperation, and friendship. The award is named after Jack Pelech, Chairman of the Board of Directors of the Canada Games Council from 1971 to 2001.

### Claude Hardy — awarded to Saskatchewan and British Columbia

Claude Hardy was a pioneer of the Canada Games. His first involvement was as an athlete at the inaugural Canada Games in Québec City in 1967. In 1969, he was a coach for Team Québec at the first Canada Summer Games in Halifax-Dartmouth, Nova Scotia. From 1971 to 1999, excluding only the 1975 and 1979 Canada Games, Claude Hardy led Team Québec as Chef de Mission. An award in his name serves to recognize the talents and dedication of a provincial or territorial Mission Team.

### 2015 Canada Games Legacies & Host Society Successes

The pride and dedication of the 2015 Canada Winter Games Host Society ensured that the 2015 Games were successful, and the legacy of the largest multi-sport event for Canadian youth has left a tremendously positive impact on the city of Prince George that will ensure the experience of these Games will live on forever.

### Legacies

Several key legacies of the 2015 Canada Games include:

#### Financial

Pre-Games Legacy Fund & any surplus

#### Human

Enhanced Sport Hosting Capacity for the City

#### Sport Equipment

Extensive donations to the local sport clubs

#### Volunteerism

Volunteer Capacity for the City of Prince George

#### Sustainability

Building on the practices established in Sherbrooke

#### Partnerships

Great relationships with multiple stakeholders

#### KIN 1 Arena

New Arena w/Olympic Sized Ice Surface

#### KIN 2 Arena

New Dressing Rooms & Seating Area

#### Tabor Mountain

New Ski & Snowboard Cross Course

New Slopestyle Terrain Park

New Big Air & Aerials Competition Sites

Upgraded Moguls Course

#### Purden Ski Village

New Alpine Ski Racing Course

#### Civic Plaza Work

Enhancement Project for the Plaza, including the naming of the Plaza as the Canada Games Plaza on Canada Games Way

#### Otway Nordic Centre

New Biathlon Range

New Penalty Loop

Stadium & Trails/Course Work

#### Outdoor Ice Oval

New Technical Building

Sub Surface & Utilities Work

#### Curling Club

LED Lighting Upgrades

#### Coliseum

LED Lighting Upgrades

#### Aquatic Centre

LED Lighting Upgrades

Novak Family Legacy Wall

## Successes

From an organizational standpoint, the success of the 2015 Canada Winter Games were not unnoticed, as the efforts of the 2015 Host Society were recognized through the following awards:

- **2014 Chamber of Commerce**  
Tourism Impact of the Year Award
- **Gold Award of Excellence, CPRS 2015**
  - Canadian Public Relations Society National Awards of Excellence
  - Best Special Event Project, Northern Health Preparedness Initiative
- **Bronze Award of Excellence, CPRS 2015**
  - Canadian Public Relations Society National Awards of Excellence
  - Best Electronic and Social Media Program
  - 2015 Games Website, Mobile Site and Digital Sign Program

The 2015 Host Society also launched a number of unique Games-time initiatives that only helped to further benefit the athlete experience and unite the city of Prince George. Examples of their initiatives included:

- **Having an Official Host First Nation**
- **Establishing a BC Games Society Partnership**
- **Establishment of Canada Games TV Today online show**
- **Use of Digital Signage at 2015 Games venues**
- **Creation of the Athlete Approved Advisory Group** (consisting of 30 age-eligible northern British Columbia athletes to solicit feedback, guidance, and support of elements within the 2015 Canada Winter Games business plan)

## Marketing and Communications Highlights

The 2015 Canada Winter Games were one of the best branded Games ever, and the outstanding community relations and mascot programs will serve as a benchmark for future Games. Some highlights include:

- Developed an Official Host First Nation partnership with the Lheidli T'enneh Nation,
- Delivered over 300 community and regional events and major milestone events,
- 40 hours of English coverage and 40 hours of French coverage,
- 900 hours of online coverage,
- Developed Canada Games TV, a news style magazine show, (produced 10 English shows and 10 French shows during 18 days),
- 28 regional communities hosted the Canada Games Torch,
- 2015 Games Torch Relay RV travelled 5,300 km throughout northern British Columbia,
- Over 250 appearances in the region for the official mascot Nanguz,
- Updated "Catch the Spirit" Canada Games educational resource.





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CANADA  
— GAMES —



# 2014/2015 in Numbers

Key statistics from the 2014/2015 year, including milestones and research from the 2015 Canada Winter Games, include:

## 2015 Canada Winter Games

### Marketing & Communications

- 8 official media partnerships,
- 9,000 km travelled by Roly McLenahan torch during the Torch Relay,
- 150 torchbearers, chosen by their own communities,
- 300 community, regional, and major milestone events including 2 Years Out,
- 900 hours of webcasting on CanadaGamesTV.ca,
- 250 event appearances for Nanguz the Mascot,
- 80 hours of national broadcast by TSN/RDS,
- 24 past Host-Societies across Canada participated in the 2015 Canada Games Flag Relay,
- 808 traditional media mentions,
- 32,958 social media mentions,
- CGC social media followers currently include: Twitter – 4,593 Followers, Facebook – 3,815 Likes, Instagram – 564 Followers, YouTube – 45,460 Channel Views,
- 2015 Canada Games social media followers currently include: Twitter – 5,257 Followers, Facebook – 7,604 Likes, Instagram – 1,536 Followers,
- 2017 Social followers currently include: Twitter – 773 Followers, Facebook – 42 Likes, Instagram – 185 Followers,
- 2019 Social followers currently include: Twitter – 1,386 Followers, Facebook – 3,350 Likes, Instagram – 172 Followers.

### Arts & Culture

- 18 days of entertainment,
- 292 performing artists,
- 18 visual artists for “North” Exhibit,
- 15 VIP gifting artists,
- 100 local dancers used for the Opening & Closing Ceremony.

### Attendance

- Opening Ceremony: 7,100,
- Festival Site: 57,500,
- Closing Ceremony: 4,200,
- Sport Venues: 124,750,
- Total Attendance: 193,550.





—JEUX DU—  
CANADA  
—GAMES—



CITY OF  
PRINCE GEORGE

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# 2014/2015 in Numbers

## Sports

- 19 official sports,
- 2,400 athletes.

## Broken record: Speedskating

Dominic Goyette of Quebec broke Charles Hamelin's 12 year old Canada Winter Games record in the B final, recording a 1:28.214 in the 1000m. The Canadian Olympic great skated at 1:28.450 in Bathurst-Campbellton in 2003.

## Future great

Shortly after competing at the Games, Joseph Veleno who played Men's Hockey for Quebec was granted exceptional status and was drafted in the QMJHL at only 15 years of age. He is only the fifth player to ever receive this status. Others include Connor McDavid, John Tavares and Aaron Ekblad.

## Figure Skating Prodigy

Remember the name of Stephen Gogolev. Entering the 2015 Canada Winter Games, the 10 year old from Ontario was already the reigning pre-novice national champion. He showed exactly why he was the champion, as he put on a dominating performance on his way to earning Gold in Singles Pre-Novice.

## Feedback from athletes via the 2015 Canada Games Athlete Survey

CGC:

- 94% thought sport venues were excellent; 27% thought they were good,
- 82% thought the level of competition was excellent,
- 83% thought the overall games experience was excellent,
- 70% thought the Opening and Closing ceremonies were excellent.





—JEUX DU—  
CANADA  
—GAMES—



# 2014/2015 in Numbers

## **2015 Canada Winter Games Evaluation – Conducted by IMI International**

CGC completed a post-Games evaluation which was conducted by IMI International and evaluated multiple aspects of the 2015 Canada Winter Games including demographics, sponsorship summary, and mass media findings. Some of the highlights included:

- the typical attendee was a married female with kids, age 30+,
- spectator experience continued to far exceed IMI targets for satisfaction and word-of-mouth (75% very satisfied),
- of the attendees, nearly three-quarters (71%) interacted with sponsors,
- 39% of Canadians who were aware of the Canada Games watched the event on TV in 2015,
- strong momentum for 2017 games: Nearly all (81%) of 2015 Canada Games attendees intend to watch the 2017 Canada Games,
- 67% of TV viewers became aware of a sponsor via on-field signage,
- 60% of TV viewers became aware of a sponsor via TV commercials.

## **Economic Impact Assessment: Conducted by Canadian Sport Tourism Alliance**

Conducted post-Games, the objective of this study is to measure the economic impact of the 2015 Canada Winter Games on Prince George and the province of British Columbia. Key highlights from the study include:

- the 2015 Games attracted 10,556 out of town visitors to Prince George,
- operational expenditures at the 2015 Canada Games totaled \$28.2 million and \$500,000 in legacy,
- the 2015 Games provided a significant economic impact to the Province of British Columbia and the City of Prince George. The combined capital, operations, and visitor expenditures directly associated with the event totaled \$55.1 million,
- more than 10,500 visitors came to Prince George to participate in or spectate at the Games.



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# 2014/2015 in Numbers

## Canada Games Promotional Events

- the CGC partnered with ParticipACTION again in 2014 for RBC Sports Day in Canada to promote the Canada Games Days as well as the newly updated “Catch the Spirit” Canada Games educational resource,
- Sports Day in Canada kits that included promotional material for the Canada Games educational resource were sent to 1,055 communities and schools across Canada.

## 2015 Winterlude

CGC teamed up with Canada Games alumni Sue Holloway and the 2015 Winterlude organizing committee to promote both the Year of Sport activation as well as the upcoming 2015 Canada Games.

Promotional activities/included:

- Canada Games athlete ambassador and Canada Games lantern incorporated into Winterlude Opening Ceremonies,
- CGC activation booth,
- Prince George social media photo backdrop,
- CGC giveaways,
- athlete autograph sessions.

## Canada’s Sports Hall of Fame

The CGC was once again a proud sponsor of Canada’s Sports Hall of Fame, coming on as a “Gold Star” sponsor in 2014. Promotional benefits for the CGC included:

- in-room branding,
- ad in Souvenir Program,
- sportsnet nationally televised show; Canada Games received eighteen 30 second commercial spots,
- 12 nationally aired billboards, Four full page Toronto Star ads.





**A Proclamation**

*Whereas great places provide a rich and inspiring backdrop for the best of Canada and all its people;*

*Whereas in 2015, Canadians across the country will face the historic challenge of hosting several high-profile international sporting events, including the 2015 Pan American Games, the 2015 World Junior Ice Hockey Championships, the 2015 Universiade, the Canada Winter Games, the Pan American Championships in Football, American Hockey in the World Cup and the January 2015 Pan American and Pacific American Games;*

*Whereas Canada is a leading sports nation and Canada's athletes contribute to the sense of national pride and achievement our people maintain in their pursuit of excellence;*

*Whereas it is a noble responsibility of Canadians to ensure these great events and their high spirit and pride of achievement;*

*Whereas the people of Canada will proudly welcome and embrace the athletes, teams and visitors to their great cities in 2015;*

*And whereas it is a noble responsibility of Canadians to ensure that all the athletes, teams, spectators, officials and volunteers who contribute to the spirit and pride of our great cities and our nation;*

*Therefore, The President of the Executive Council of Canada, on the recommendation of the Prime Minister, declares that a proclamation is hereby proclaimed for the year 2015 as the "Year of Sport in Canada".*

**Proclamation**

*Whereas the spirit and the historic spirit of Canada is the spirit of Canadians of all ages;*

*Whereas in 2015, athletes in pursuit of Canada's national honour of Olympic excellence will compete in the greatest of sporting events in our nation's history; and whereas the 2015 Pan American and Pacific American Games, the 2015 World Junior Ice Hockey Championships, the 2015 Universiade, the Canada Winter Games, the Pan American Championships in Football, American Hockey in the World Cup and the January 2015 Pan American and Pacific American Games;*

*Whereas it is a noble responsibility of Canadians to ensure that all the athletes, teams, spectators, officials and volunteers who contribute to the spirit and pride of our great cities and our nation;*

*Therefore, I, the Governor General, on behalf of the Queen, do hereby proclaim that the year 2015 is the "Year of Sport in Canada".*



# Scope and Scale of The Canada Games

**37**  
Sports

**540 Sponsors**

**4,600** Athletes, Coaches  
and Managers

**External Reach of**  
**5,000,000**

**1,000 VIP's**

**1,000,000** age eligible athletes

**250**  
Broadcast

**175**  
MISSION  
STAFF

**6,000**  
volunteers

**50 Medical**

**450 Major Officials**

**300**  
Observers

**400 MEDIA**







# Board of Directors

## Operating Principles

- 1. Hosting standards** and Sport Technical packages will be consistent with the Canada Games brand and support the vision, mission and values of the Canada Games Council.
- 2. In our decision making:**
  - We give priority to athletes' optimal care, comfort, safety and enjoyment;
  - We are inclusive with regards to participation and allocation of resources;
  - We seek input from stakeholders at the formative stages;
  - We consider sustainability;
  - We are innovative, flexible and support informed risk taking.
- 3. Volunteers will be valued and recognized for their critical contribution to the success of the Canada Games**
- 4. Continuous improvement will be an integral part of the Canada Games Council culture.**



**Chairman**  
Tom Quinn



**Vice Chairman**  
Piers McDonald



**Member at Large**  
Guylaine Bernier



**Member at Large**  
Sue Boreskie



**Member at Large**  
Wayne Carew



**Member at Large**  
Paul Flaherty



**Member at Large**  
Catriona Le May Doan



**Member at Large**  
Greg Mathieu



**Member at Large**  
Joanne Thomson



**Member at Large**  
Evan Johnston



**CEO/President/  
Ex-Officio**  
Sue Hylland

## Observers

- **Anthony Everett**  
Chair, 2015 Host Society
- **Hugh McPherson**  
Vice Chair, 2019 Host Society
- **Stu Ballantyne**  
CEO, 2015 Host Society
- **Hubert Mesman**  
Co-Chair, 2017 Host Society
- **Mariette Mulaire**  
Co-Chair, 2017 Host Society
- **Jeff Hnatiuk**  
CEO, 2017 Host Society
- **Lyn Radford**  
Chair, 2019 Host Society
- **Scott Robinson**  
CEO, 2019 Host Society
- **Pierre Thibault**  
Sport Canada
- **Michelle Healey (NL)**  
Interprovincial Sport and Recreation Council (ISRC)

# Financial Report

## CANADA GAMES COUNCIL Statement of Revenue and Expenses year ended March 31, 2015

## CONSEIL DES JEUX DU CANADA État des revenus et des dépenses de l'exercice clos le 31 mars 2015

|  | 2015              | 2014                |   |
|--|-------------------|---------------------|---|
| Revenue before Games travel and Brand Profile and Awareness Sport Canada (note 10)               |                   |                     | Revenus avant les frais de déplacement des Jeux et la sensibilisation et la notoriété de la marque Sport Canada (note 10)                       |
| Council operations   | \$ 1,093,320      | \$ 979,570          | Opérations du Conseil   |
| Sponsorship  |                   |                     | Parrainage  |
| Cash (note 7)  | 125,000           | 50,000              | En espèces (note 7)   |
| Value in-kind (note 7)   | 222,460           | 80,125              | En nature (note 7)  |
| Hosting  | 550,000           | 247,800             | Accueil des Jeux  |
| Interest   | 3,658             | 3,280               | Intérêts  |
| Tariff remissions  | 6,391             | 6,603               | Remises des tarifs douaniers  |
| Other  | 3,086             | 472                 | Autres  |
|  | <b>2,003,915</b>  | <b>1,367,850</b>    |   |
| Expenses before Games travel and Brand Profile and Awareness                                     |                   |                     | Dépenses avant les frais de déplacement des Jeux et la sensibilisation et la notoriété de la marque   |
| Unique Premium Event   |                   |                     | Prime unique  |
| Marketing/Communications   | 111,922           | 115,093             | Marketing et communications   |
| Transfer of knowledge  |                   |                     | Transfert des connaissances   |
| Hosts/Chefs/Government/NSOs  | 108,605           | 121,020             | Hôtes/chefs/gouvernement/ONS  |
| Multi-Games planning   | 441,261           | 219,615             | Planification des multijeux   |
| Leadership   |                   |                     | Leadership  |
| Leadership activities  | 9,774             | 11,953              | Activités de leadership   |
| Sport Technical  | 31,402            | 5,094               | Développement du sport  |
| Dreams and Champions   | 6,391             | 4,575               | Rêves et Champions  |
| Sustainability   |                   |                     | Durabilité  |
| Revenue generation   | 75,598            | 63,733              | Production de recettes  |
| Administration   | 168,305           | 211,912             | Administration  |
| Governance operations  | 61,685            | 83,562              | Opérations de gouvernance   |
| Human resources  | 680,651           | 654,100             | Ressources humaines   |
|  | <b>1,695,594</b>  | <b>1,490,657</b>    |   |
| Excess (deficiency) of revenue over expenses before Games Travel and Brand Profile and Awareness | <b>308,321</b>    | <b>(122,807)</b>    | Excédent (insuffisance) des revenus sur les dépenses avant les frais de déplacement des Jeux et la sensibilisation et la notoriété de la marque |
| GAMES TRAVEL   |                   |                     | FRAIS DE DÉPLACEMENT DES JEUX   |
| Revenue  | 6,923,091         | 5,134,659           | Revenus   |
| Expenses   | 6,923,091         | 5,134,659           | Dépenses  |
|  | -                 | -                   |   |
| BRAND PROFILE AND AWARENESS  |                   |                     | SENSIBILISATION ET NOTORIÉTÉ DE LA MARQUE   |
| Fundraising revenue  | 135,011           | 25,135              | Revenus provenant des levées de fonds   |
| Expenses   | 135,011           | 161,352             | Dépenses  |
|  | -                 | (136,217)           |   |
| EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES   | <b>\$ 308,321</b> | <b>\$ (259,024)</b> | EXCÉDENT (INSUFFISANCE) DES REVENUS SUR LES DÉPENSES  |







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**CANADA**  
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