



—JEUX DU—
CANADA
—GAMES—



YEARS / ANS

Andrew Flood

*Team Newfoundland and
Labrador
Men's Baseball*

CANADA GAMES COUNCIL

2016-2017 Annual Report

Canada Games National Partners

Funding Party / Bailleur de fonds

Canada

National Sponsors / Commanditaires nationaux

Shaw)



FOUNDATION
FONDATION



SPORTCHEK

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KONICA MINOLTA

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— JEUX DU —
CANADA
— GAMES —



Anya Chavez
Team Saskatchewan
Tennis Doubles

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Chairman & CEO Remarks

Greetings,

The 2016-2017 year was potentially the most impactful and influential year in the history of the Canada Games, and one that was filled with monumental events and campaigns that not only showcased the Canada Games Movement and our elite Canadian amateur athletes, but also celebrated our prestigious past.

As outlined in the remainder of this report, the main theme of the year revolved around a two-fold celebration as 2017 not only marked the 50th Anniversary of the Canada Games but coincided with the 150th anniversary of the Confederation of Canada as well. We were pleased to receive formal notification from the Canada 150 Secretariat that two of our 2017-specific programs were named Canada 150 Signature Projects. The resulting funding allowed us to design and implement the Canada Games Activity Challenge, and the Canada Games 50th Anniversary Flag Relay and Community Celebration project.

Designed to raise awareness of the Canada Games and engage children between grades K-8 in physical activity, the Activity Challenge launched in November of 2016 and we were able to reach over 180,000 children from every Province and Territory. Both projects achieved what they set out to, and strengthened our brand in the process.

Not to be lost in the 50th Anniversary projects was the incredibly successful 2017 Canada Summer Games that were held in Winnipeg, Manitoba from July 28th to August 13, 2017. Led by a dedicated Host Society, the 2017 Games showcased the best amateur athletes our nation has to offer as we continue to assist in the development of our nation's next generation of national, international, and Olympic champions. The Games provided a fantastic experience for athletes and stakeholders alike, and demonstrated how far the Canada Games have progressed in 50 years while shining a spotlight on the very best of our nation's amateur athletes who took part in the two weeks of competition.

Overall, 2017 was an exciting year that celebrated the past 50 years of the Canada Games while building excitement and creating opportunity for the 50 years to come.

Yours in Sport,



A handwritten signature in black ink, appearing to read "Tom Quinn".

Tom Quinn
Chairman
Canada Games Council



A handwritten signature in black ink, appearing to read "David Patterson".

David Patterson
President & CEO
Canada Games Council

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.



Canada Games Hosting Rotation

YEAR	PROVINCE/TERRITORY	SEASON
2017	Winnipeg, Manitoba	Summer
2019	Red Deer, Alberta	Winter
2021	Niagara, Ontario	Summer
2023	Prince Edward Island	Winter
2025	Newfoundland & Labrador	Summer



Vision/Mission/Values

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.

President & CEO Report

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 Canada Games Council continued to increase its national profile and visibility during 2016-2017 through a variety of methods, but the most influential revolved around the 50/150 program, which celebrated both the 50th Anniversary of the Canada Games and the 150th Anniversary of the Confederation of Canada. Named a Canada 150 Signature project, we used the associated funding to create the Canada Games Activity Challenge which was geared towards Canadian children from grades K-8 and focused on increasing awareness of the Canada Games brand while getting children active in schools across Canada.

The second project under the umbrella of the Canada 150 Signature project was the 50th Anniversary Flag Relay program, which was a sixth month tour that saw a unique 50th anniversary-themed flag travel to each past Host Society in order to celebrate their role in the history of the Games, and increase national awareness for the 2017 Games in Winnipeg. In total, community events were held in 21 cities across the country as the flag eventually made its way to Winnipeg for the Opening Ceremonies.

The promotion of the Activity Challenge, Flag Relay, and 2017 Canada Summer Games were all reinforced nationally through the Canada Games Untold Story media campaign. A digital campaign depicting the skill, dedication, and perseverance of Canada Games athletes was promoted through national social media campaigns, while regional social and radio campaigns were created in select markets across Canada through our Shaw partnership.

No single event brought more national attention and recognition to the Canada Games Movement than the 2017 Canada Summer Games, as our nation's best amateur athletes travelled to Winnipeg to celebrate the 50th Anniversary of the Canada Games and compete for Provincial and Territorial pride on the national stage. With regards to viewership, the 2017 Canada Games had the highest broadcast and webcast ratings in the history of the Games, and also achieved the best ever reach and engagement on social media. TSN and RDS broadcasts had approximately 1,217,600 viewers and offered 155 hours of coverage, while the webcast portal had 545,000 views in over 80 different countries. The majority of the social media promotion was done through Facebook, Twitter, Instagram and Youtube, and resulted in 4,924,013 social media impressions. The Canada Games website had approximately 1.3 million page views in the month surrounding the Games, which is substantially higher than the 63,201 page views from the 2015 Games and the 237,892 page views from 2013.

The Canada Games Council was once again a Gold Sponsor for the 2017 Canada's Sports Hall of Fame Induction Celebrations in Toronto, which saw Cindy Klassen added to the list of distinguished Canada Games alumni who have made their way into the Hall.

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 Canada Games continues to develop our nation's next generation of national, international, and Olympic champions, but in 2017 we focused on ensuring our nation's youth understood the value and importance of sport and active living. The Canada Games Activity challenge reached children all across Canada as we strived to engage kids in activity through schools. The Activity Challenge reached over 180,000 students across the country and made a difference in thousands of classrooms as students were up and moving - encouraging physical literacy and helping them succeed academically.

With regards to the Canadian Sport system, the Canada Games continues to develop elite athletes across a variety of sport backgrounds. As of 2017, approximately 40% of Team Canada athletes who compete in the Olympics are Canada Games alumni. As for recent sport-specific examples, of the 12 Canadians drafted in the first round of the 2017 NHL Entry Draft, six of them competed at the 2015 Canada Winter Games in Prince George, BC. Also, Triathlon Canada recently announced their roster for the Gold Coast Commonwealth Games, and all of those athletes are alumni.

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 CGC continues to improve upon the Transfer of Knowledge (TOK) program in an effort to ensure that information, best practices, and key learnings are transferred from one Host Society to the next. Having embraced the free GSuite platform as an internal operating system, and then worked to teach each Host Society how to use the platform, the sharing of that information has been streamlined and created efficiencies that will only continue to benefit future Host Societies.

The Final Report & Wrap up process with the 2017 Canada Games Host Society is now complete and the key findings from that process are being analyzed and shared with the 2019 Host Society. With regards to the Host Society process, the CGC staff is working with the 2019 Host Society as they implement Venue Management Development. As for Future Host Societies, the 2021 Canada Games Host Society is moving from Bid Transition to Host Society Orientation as they begin their search for a Chief Executive Officer (CEO) and host their visioning session. The 2023 Canada Winter Games in PEI has established their bid committee and is diligently working on their bid material. The 2023 Canada Winter Games bid evaluation will be done in the fall of 2018.



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.

This year, our focus in stakeholder relations has been about listening. We have listened to National Sport Organizations, government officials, national partners and Ministers - all with the goal of better understanding what our partners want from the Canada Games. We have confirmed that the Canada Games are an incredible asset and one that Canada is lucky to be the only country in the world to have. As a nation, we have created a tool that connects communities, builds healthy Canadians and celebrates the excellence in our youth.

The CGC continues to work with our ever-growing roster of National Partners in order to financially support the revenue generation goals of each Host Society. After new signings and renewals our current roster stands at 18 partners, and contributed a total of \$3,349,919 of Cash/Value in Kind to the 2017 Canada Summer Games Host Society. Leading into the 2017 Canada Games we were happy to welcome Dairy Farmers of Canada, RBC, and Will Creative to our partner family.



2017 Canada Summer Games: Winnipeg, Manitoba

Overview

The 2017 Canada Summer Games were held in Winnipeg, Manitoba from July 28th to August 13th, 2017, and marked the 50th Anniversary of the Canada Games. Winnipeg, Gimli and Kenora hosted over 4,000 athletes and coaches from every Province and Territory who competed in 16 sports during a memorable Games filled with record setting attendance and record breaking performances.

As the Canada Games Movement has progressed over the last half century, the calibre of athletes who compete at each Games has also improved. The two weeks of competition saw tremendous games, matches, and performances played out in front of an enthusiastic fan base in Winnipeg. Branded “The Hottest Summer in Half a Century”, the marketing slogan became a reality as Provincial/Territorial teams were treated to fantastic weather during the two weeks of competition.

The Provincial/Territorial medal standings from the 2017 Canada Games were:

Contingent	Gold	Silver	Bronze	Total
 Ontario	87	65	60	212
 British Columbia	55	49	42	146
 Quebec	45	41	52	138
 Alberta	26	38	33	97
 Nova Scotia	13	21	15	49
 Manitoba	10	15	17	42
 Saskatchewan	8	10	17	35
 New Brunswick	4	9	11	24
 Newfoundland and Labrador	0	1	0	1
 Prince Edward Island	0	1	0	1
 Northwest Territories	0	0	0	0
 Nunavut	0	0	0	0
 Yukon	0	0	0	0

2017 Canada Games Award Winners

Centennial Cup – awarded to Team Manitoba



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 Team Quebec



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 Team Newfoundland and Labrador



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.

2017 Canada Games Highlights In Numbers

Sport & Games Overview

- **16** Sports
- **3** Cities
- **1** Main Athlete Village, **2** Satellite Villages
- **250** Events
- **6,000** Volunteers
- **3,400** Athletes
- **530** Coaches
- **235** Mission Staff members
- **20** Competition Venues

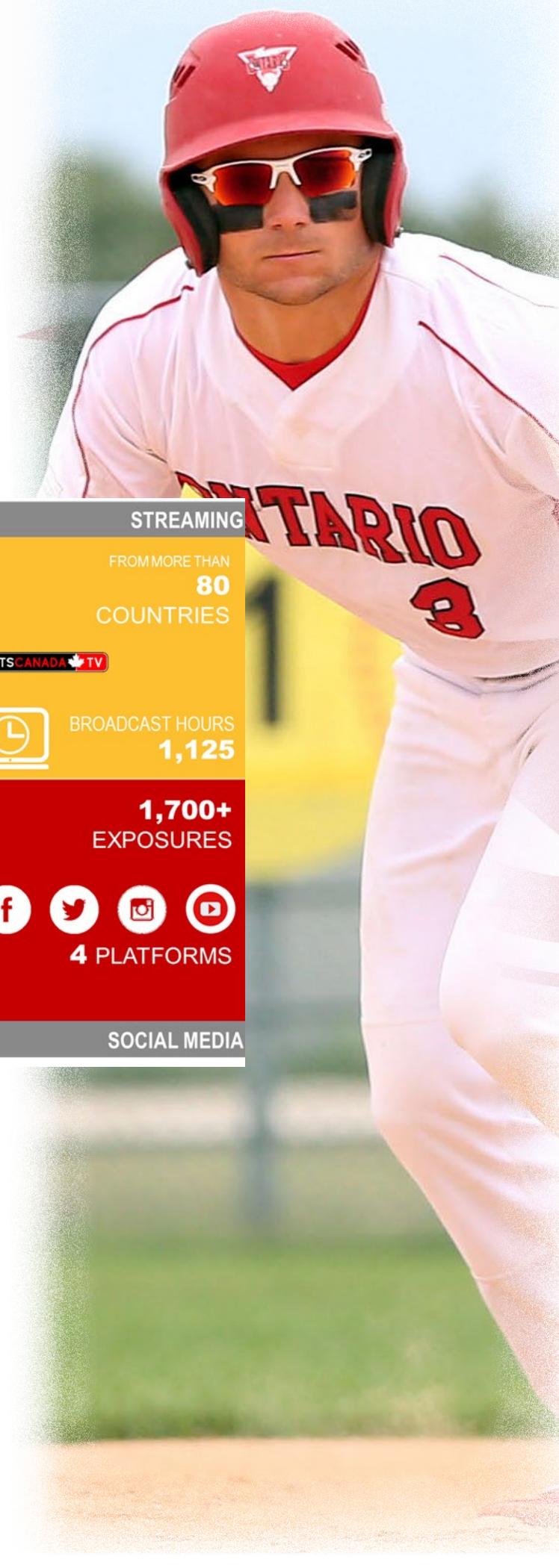
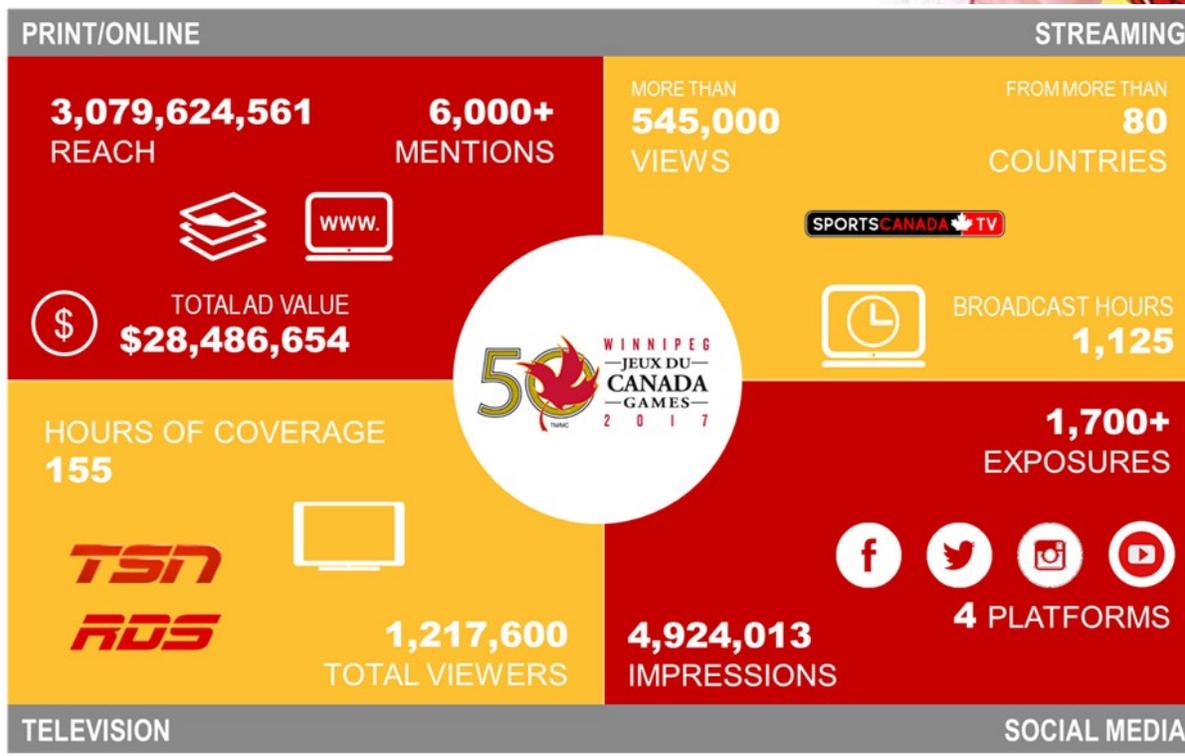
Community Relations

- Since 2016, Niibin, the official 2017 Canada Summer Games mascot, made over **225** appearances at community events and festivals all over Manitoba and Kenora and visited 22 schools.
- **11** Torch Relay events throughout Winnipeg, with highest attendance 450
- Total distance travelled by Canada Games Torch in Manitoba: **3,500 kms**
- **650** Torch Bearer applications
- **264** Torch Bearers

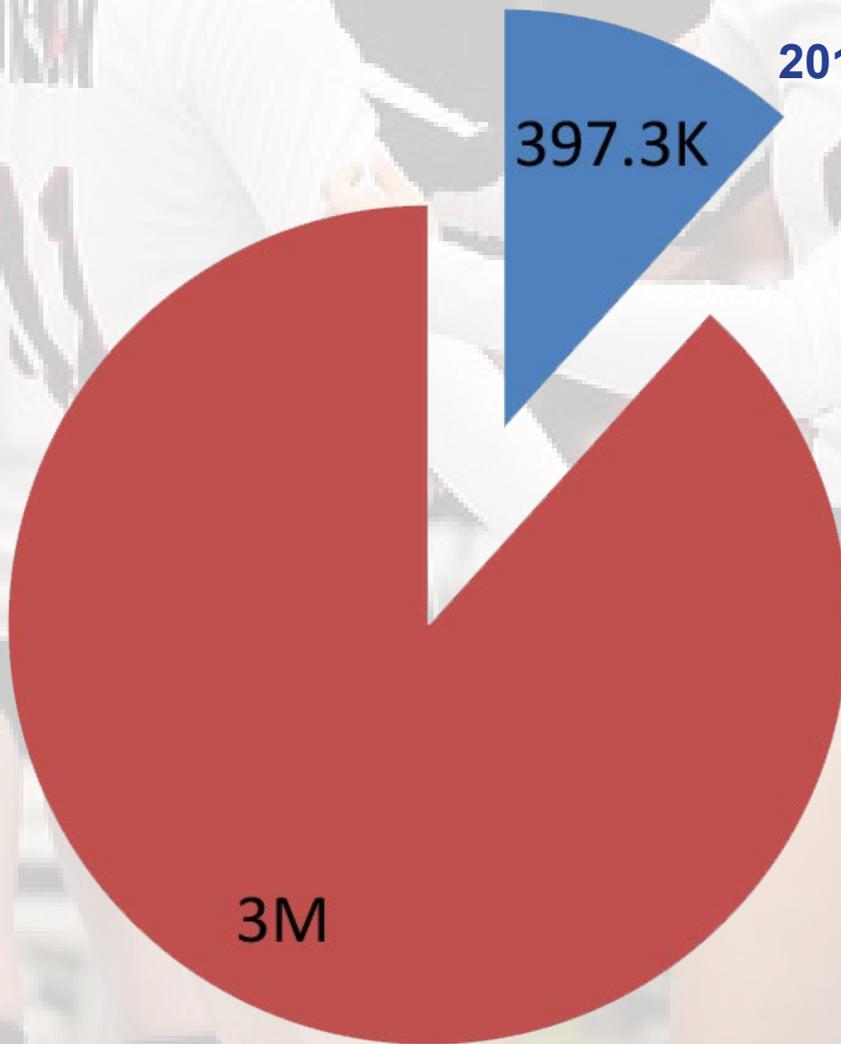
Festival Site

- 150 acts/performers
- 11 day festival program
- Cultural representation from 13 Provinces/Territories
- 230,000 spectators

2017 Canada Games Viewership



2015-2017 Canada Games Twitter Impressions Comparison



2015 Canada Games

397.3K

3M

2017 Canada Games

Canada Games Council Social Media Numbers:

Social Media Account	Followers prior to 2017 Canada Games	Followers after 2017 Canada Games
Facebook	6,500	9,144
Twitter	7,000	9,903
Instagram	1,500	3,335

2017 Canada Games Research

CGC partnered with IMI International to conduct the Event Evaluation Study, and Data Jungle to conduct the Sponsor Valuation study for the 2017 Canada Summer Games. These research reports assessed multiple Games-related areas including attendee demographics, stakeholder satisfaction, Return on Investment (ROI), sponsor engagement, and national awareness and interest of both the Canada Games Movement and 2017 Canada Games. The key highlights are:

- Average attendee demographic was married females, aged 30+, HH income \$60k+, primarily from Manitoba
- 6 out of 10 attendees interacted with sponsors
- Canada Games 2017 recorded the highest event satisfaction and sponsor awareness compared to previous years
- 77% of attendees were “Very Satisfied”
- Highest average sponsor awareness to date (42%)
- Attendees were most impressed with the friendliness and helpfulness of volunteers at the 2017 Games
- Strong momentum for 2019 games: 4 in 5 attendees of the 2017 Canada Games and 60% Canadians interested in watching the 2019 Games
- Over 700 media from every province and territory told stories of the Games
- 301 accredited media covered the Games in Winnipeg
- Over \$28M in total media value
- Media embraced the Games resulting in over 6,000 mentions

2017 Canada Games Athlete/Participant Survey Results

- 92% thought Sport Venues were “Excellent/Good”
- 91% thought Events were “Excellent/Good”
- 97% thought Level of Competition were “Excellent/Good”
- 94% thought Overall Canada Games Experience was “Excellent/Good”

Records Set During 2017 Canada Games

The 50th edition of the Canada Games was one for the record books, with several records shattered during two weeks of competition. From new records in athletics to a perfectly pitched softball game and a full medal set in diving from a third generation Canada Games athlete, spectators had much to cheer about during the first week of the 2017 Canada Summer Games.

In Week 2, several record-setting times were achieved in the pool and a new record was set for the number of medals won at one Canada Games. Ontario swimmer Hanna Hendersen won 11 medals, surpassing the 9-medal performance of Albertan Ray Betuzzi established at the 2005 Canada Games in Regina. Alberta’s Cole Pratt along with Ontario’s Graysen Bernard also broke the record with 10 medals, becoming the most decorated male athletes in a single edition of the Canada Games.

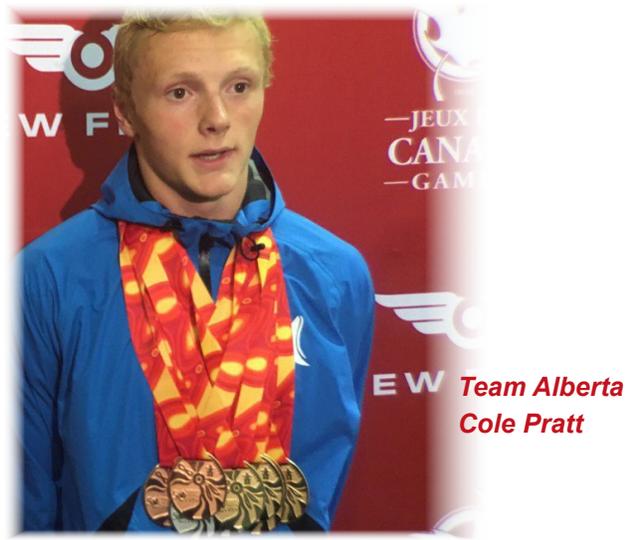
Host province’s Team Manitoba also set a new record-high for medals won at the Canada Games with 42, soaring past the previous record of 35 medals.

2017 Canada Games Attendance Highlights

- Over the course of two weeks of competition and ceremonies 150,000 spectators embraced the excitement of the Games;
- The gold medal baseball game between Manitoba and Saskatchewan set a new U17 national championship record with 6,800 passionate fans in attendance at Shaw Park.



*Team Ontario
Hanna Hendersen
&
Graysen Bernard*



*Team Alberta
Cole Pratt*

2017 Canada Games Sport Venue Legacies

With every installment of the Canada Games comes the opportunity for Host Societies to leave behind lasting legacies and infrastructure that will benefit their residents long after the Games have moved on. The key sport venues that were either updated or created for the 2017 Canada Summer Games in Winnipeg include:

Canada Games Sport for Life Centre

- Training track for sport and community use
- Strength, conditioning and testing areas
- Aerobic training centre
- Plyometric testing area
- Three convertible court spaces
- Areas for individual sports, fitness conditioning, and workshops

Sargent Park Beach Volleyball Centre

- Construction of brand new multi-court venue
- Temporary seating installed for 1,100

Bison Butte Mountain Bike Course

- Construction of brand new mountain bike course

University of Manitoba Athletics Stadium

- Track resurfacing
- Upgrades to throws and jumps areas

Pan Am Pool

- New bulkhead
- New starting blocks
- New touchpads
- New 1m and 3m boards
- New 10m tower take off board
- New dry land warm up/training space

Rabbit Lake Rowing Venue

- New start tower
- New finish tower
- New docks
- New race course
- Seating
- General upgrades

John Blumberg Softball Complex

- New Fences
- New Scoreboard
- New Safety Netting
- Renovate Pitcher Warm Up Area
- Repair Dugouts
- New Officials Changeroom
- Install Batting Cages
- Upgraded Lighting



50/150 Anniversary



The year 2017 was monumental for the Canada Games Movement as we were named a Canada 150 Signature Project for the 150th Anniversary of the Confederation of Canada. This award resulted in \$1M of funding and allowed the CGC to create and implement two programs that impacted Canadians from coast to coast while raising awareness of the Canada Games brand.

Canada Games Activity Challenge (CGAC)

While the Canada Games Council continues to help develop the next generation of elite Canadian athletes, we also recognize the importance of developing physical literacy skills in our nation's youth as they develop. Teaching and reinforcing those skills, while increasing their awareness of the importance of physical activity will ensure Canadian youth grow up to live healthy active lives, regardless of whether or not they pursue an athletic career.

With childhood obesity and sedentary lifestyles quickly becoming the norm across Canada, the CGC took the opportunity to develop a program that would help develop those skills in children across Canada, while simultaneously getting them more active and increasing the awareness of the Canada Games and the impact that sport can have in life and society.

The Canada Games Activity Challenge was designed in partnership with Active For Life and the Coup Company, and was geared towards increasing the daily physical activity levels of children between grades K-8 across Canada. It was aimed at inspiring the 90% of Canadian youth who are not currently meeting the recommended daily amount of physical activity, and supporting elementary teachers in the delivery of physical education and the promotion of physical activity within schools across the nation. The CGAC officially opened for registration on November 2016, with the actual program being launched nation-wide in schools in February 2016.

Teachers and Principals were able to register online for the CGAC, and receive age-appropriate and skill-appropriate lesson plans focused on movement and activity that were tied to Canada's Long Term Athlete Development Model. While activities were conducted mainly in the classroom, students were encouraged to continue working on the skills and lessons at home to further their advancement. The program content had also been reviewed and approved by PHE Canada, and received support from the Prime Minister's Office, Heritage and Sport Canada, with the Governor General of Canada serving as a patron of the program.

Students were able to create online profiles and their own avatar through the CGAC mobile site, and then use the activity minutes and points gained through completing each lesson to outfit and customize their avatar. Schools and classes who registered for the CGAC were also entered to win numerous prizes and rewards throughout the campaign, including the chance to win a school visit from CGAC Ambassadors Olympian Jennifer Heil and Paralympian Bo Hedges. The Grand Prize saw 13 students (one from each

Province/Territory) win a free round trip to the 2017 Canada Summer Games! The Grand Prize also included tickets to select medal round events and the 2017 Canada Summer Games Closing Ceremony as well as three nights' accommodation in Winnipeg.

Key CGAC Stats

- **187,825** students between ages 5 – 12 reached from coast to coast to coast
- The program reached **1401** elementary schools across Canada
- Estimated Educators reached: **19,614 educators**
- Estimated Parents reached: **281,737**
- Total CGAC Program reach: **489,176**
- Number of CGAC website hits: **84,500**



Major CGAC Events

- Canada 150 - Day 25 Boomerang and social media campaign, **November 16, 2016**
- Activity Challenge launch at Hopewell School, **November 16, 2016**
- Facebook Live event with Canada Games Activity Challenge Ambassadors , **November 17, 2016**
- 2017 Winter Celebration event at Rideau Hall, **January 28, 2017**
- Canada Games Activity Challenge School Visit - Bo Hedges, **February 15, 2017**
- Promotion of launch, website and sign up opportunity on social media from **Jan 1 - June 2017**
- Canada Games Activity Challenge Winners Reception at 2017 Canada Summer Games **August 12, 2017**



Canada Games 50th Anniversary Flag Relay and Community Celebrations Project

The second program the CGC ran as part of the 50/150 anniversary was essentially a revamped version of the Canada Games Flag Relay that takes place prior to every Canada Games. As part of our Past Community Engagement program, the flag relay is designed to engage our past Host Societies in a way that celebrates their own Canada Games history while increasing the awareness and excitement of the upcoming Canada Games.

This was the first time in the history of the flag relay that every single past Host Community took part in the relay, which resulted in 21 total scheduled stops and 24 community events. While past flag relays have typically been 2-3 months long, in order to allow communities enough time to plan and execute larger scale events, the 50th anniversary flag relay ran for almost six months. The schedule of flag relay stops was done in chronological order from when each city hosted their Games. The flag relay kicked off in Quebec City on February 11, 2017 and ended in Prince George, BC on July 22nd. The flag then travelled to Winnipeg for the 2017 Opening Ceremonies.

Each community formed their own organizing committee that consisted of community leaders from multiple city departments including City Hall, Tourism, and Sport and Recreation. The organizing team then worked with the CGC to finalize their event plans and incorporate the 50th anniversary event elements that were made available to them.

Similar to past flag relays, local organizing committees were able to be creative in how they showcased their city and Canada Games pride, but for 2017 the CGC provided two main event elements that allowed each city to bring their events to a level never seen before in any flag relay.

The first element was the Canada Games Community Event Package which included:

- **1** Canada Games 50th anniversary flag
- **120** Canada Games paper flags
- **16** Past Host Community t-shirts
- **10** Canada Games 50th anniversary scarves
- **100** Flag Relay pins



The majority of these items were handed out to the general public who attended the event, and also offered as gifts to volunteers for their participation. Communities were also able to apply for a \$500 bursary in order to offset the costs of food, honorariums, travel, or Audio/Visual requirements.

The second event element was created in collaboration with Canada's Sports Hall of Fame (CSHOF) and designed to showcase the history of the Canada Games and the history of Canadian sport. Working closely with CSHOF, we helped design the Canada's Sports Hall of Fame Travelling Museum Exhibit which was essentially a portable museum that consisted of a glass display case of historical Canada Games artefacts, and two text panels that spoke to the history of the Canada Games and sport in our country.

The scope and scale of the events varied from community to community, with some simply opting to have an intimate flag raising ceremony at city hall, while others chose to incorporate the Canada Games flag into school and sporting events, alumni appearances, and city festivals. Each city was encouraged to include City dignitaries, Canada Games alumni, and Canada Games legacy facilities into their plans.

Overall the 50th anniversary flag relay was a six month tour that allowed our past Host Societies to demonstrate the impact the Canada Games had on their community, celebrate the 50th Anniversary of the Canada Games and 150th Anniversary of Confederation, while raising awareness of the Canada Games brand from coast to coast in the process.

Key Stats:

- **21** Scheduled stops, **24** community events
- **31** Canada Games artefacts included in CSHOF exhibit
- **205,000** total flag relay participants
- **200** event volunteers from Past Host Communities
- **55,635** kilometres covered by the CSHOF exhibit



50/150 Media Campaigns

Through the funding provided by the Federal Government the CGC was able to hire a Marketing Agency of Record to create a unique 50th anniversary campaign and media plan, which also included the promotion of the CGAC and flag relay. Based in Vancouver, Will Creative was hired to design the creative for all three campaigns, while their partner 6S Marketing was also brought on to manage the media buy and promotional aspects. The highlights and deliverables from the campaigns are listed below.

Canada Games Activity Challenge

Campaign Assets:

1) [Canada Games Activity Challenge Sign Up Video](#)

2) Facebook Sponsored video posts



3) Facebook Sponsored static posts



4) Digital Banner Ads



5) Digital Poster



Media Promotion Results:

- 25,869,080 total social media impressions
- 232,914 social media engagements

Top 5 Cities who registered for CGAC through website:

- Calgary
- Toronto
- Edmonton
- Ottawa
- Winnipeg

Untold Story & 50th Anniversary Flag Relay

Campaign Assets:

- 1) [Canada Games Untold Story Campaign Video](#)
- 2) Untold Story Radio Ad
- 3) Facebook Sponsored video posts



What goes into 50 years? Countless hours of grit and determination from Canada's Athletes and fans. #CanadaGames50th



Canada Games 50th Anniversary
Learn about the 50th Anniversary Flag Relay Celebrations.

4) Facebook Sponsored static posts



5) Digital Banner Ads



Media Promotion Results:

- 9,236,639 total flag relay social impressions
- 155,208 total flag relay social engagement
- 585 radio spots in key flag relay markets
- \$120K in Media in Kind contributed by Shaw



50th Anniversary Program Partners

Throughout the duration of both 50/150 anniversary projects the CGC was lucky to work with key corporate partners who were able to help design, deliver, or promote our program assets. The contributions made by the partners below were critical to the success of our Canada 150 Signature Project.

Canada

will

Shaw



OPIN



CANADA'S SPORTS
HALL OF FAME

PANTHÉON DES
SPORTS CANADIENS



PARTICIPACTION



GLOBAL
BUSINESS TRAVEL

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

300
Observers

450 Major Officials

400 MEDIA

Scale

Board of Directors & Observers

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



Director
Chris Morrissey



Director
Sue Boreskie



Director
Wayne Carew



Director
Elaine Roper



Director
Paul Flaherty



Director
Catriona Le May Doan



Director
Anthony Everett



Director
Andy Gross



Director
Evan Johnston



Director
Lynn Blouin

Observers

Hubert Mesman - Co-Chair of the 2017 Canada Summer Games in Winnipeg

Marriette Mulaire - Co-Chair of the 2017 Canada Summer Games in Winnipeg

Jeff Hnatiuk - President and CEO of the 2017 Canada Summer Games in Winnipeg

Lyn Radford - Chair of the 2019 Canada Winter Games in Red Deer

Scott Robinson - CEO of the 2019 Canada Winter Games in Red Deer

Pierre Thibault - Senior Program Officer, Canadian Heritage

Susan Golets - ISRC Representative

Financial Report

Canada Games Council

Statement of financial position
as at March 31, 2017

Conseil des jeux du Canada

État de la situation financière
au 31 mars 2017

	2017	2016	
	\$	\$	
Assets			Actif
Current assets			Actif à court terme
Cash	1,153,433	32,555	Encaisse
Accounts receivable	379,688	528,906	Débiteurs
Prepaid expenses	5,037,819	4,744	Frais payés d'avance
Short term deposit (note 3)	101,502	235,995	Dépôt à court terme (note 3)
	6,672,442	802,200	
Long term deposit (note 3)	239,947	-	Dépôt à long terme (note 3)
Capital assets (note 4)	331	1,949	Immobilisations corporelles (note 4)
	6,912,720	804,149	
Liabilities			Passif
Current liabilities			Passif à court terme
Accounts payable and accrued liabilities	674,730	95,541	Créditeurs et charges à payer
Deferred contributions (note 5)	5,334,591	-	Apports reportés (note 5)
	6,009,321	95,541	
Commitments (note 6)			Engagements (note 6)
Net assets			Actif net
Invested in capital assets	331	1,949	Investi en immobilisations corporelles
Unrestricted	903,068	706,659	Non affecté
	903,399	708,608	
	6,912,720	804,149	

Approved by the Board

Director

Director




Au nom du Conseil

Administrateur

Administrateur

Canada Games Council

Statement of revenue and expenses
year ended March 31, 2017

Conseil des jeux du Canada

État des revenus et des dépenses
de l'exercice clos le 31 mars 2017

	2017	2016	
	\$	\$	
Revenue before Games travel and Brand Profile and Awareness			Revenus avant les frais de déplacement des Jeux et la sensibilisation et la notoriété de la marque
Sport Canada (note 10)			Sport Canada (note 10)
Council operations	1,115,820	1,115,820	Opérations du Conseil
Canada 150 project	870,409	-	Projet Canada 150
Hosting	420,000	500,000	Accueil des Jeux
Sponsorship			Parrainage
Cash (note 7)	197,167	146,667	En espèces (note 7)
Value in-kind (note 7)	128,953	119,477	En nature (note 7)
Other	82,701	3,767	Autres
Interest	5,487	5,555	Intérêts
Tariff remissions	7,290	8,762	Remises des tarifs douaniers
	2,827,827	1,900,048	
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			Événement prime unique
Marketing/Communications	270,865	251,131	Marketing et communications
Transfer of knowledge			Transfert des connaissances
Hosts/Chefs/Government/NSOs	109,912	90,507	Hôtes/chefs/gouvernement/ONS
Multi-Games planning	71,484	104,456	Planification des multijeux
Leadership			Leadership
Leadership activities	4,759	19,379	Activités de leadership
Sport Technical	15,386	13,140	Développement du sport
Dreams and Champions	1,819	11,880	Rêves et Champions
Sustainability			Durabilité
Revenue generation	105,324	105,805	Production de recettes
Administration	170,486	191,939	Administration
Governance operations	89,087	53,332	Opérations de gouvernance
Human resources	906,878	814,467	Ressources humaines
Canada 150 project	870,409	-	Projet Canada 150
	2,616,409	1,656,036	
Excess of revenue over expenses before Games Travel and Brand Profile and Awareness	211,418	244,012	Excédent 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	1,675	89	Revenus
Expenses	19,500	-	Dépenses
	(17,825)	89	
Brand profile and awareness			Sensibilisation et notoriété de la marque
Fundraising revenue	1,198	2,803	Revenus provenant des levées de fonds
Expenses	-	244	Dépenses
	1,198	2,559	
Excess of revenue over expenses	194,791	246,660	Excédent des revenus sur les dépenses



LES JEUX DU CANADA 2017
FLAMME RELAY
LA FLAMME
Sagittaria
pro
LES JEUX DU CANADA
2017

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LES JEUX DU CANADA
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261- 1200 boul. St. Laurent Blvd. P.O. Box 72 / C. P. 72 Ottawa, ON K1K 3B8