



# THE CANADA GAMES

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2018 ANNUAL REPORT





“Competing at the Canada Games was the highlight of my young athletic career.

The Games provided me with the critical experience of performing on demand at a first-rate event. It was a privilege to take part in an event that celebrates the importance of sport and competition in Canada.”

**Two-time Olympic Medallist  
Jennifer Heil**



# OUR ROOTS

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.

Alternating between summer and winter and cycling through Canada's Provinces and Territories, we are the largest multi-sport event for young athletes, leaving sport infrastructure legacies in communities across Canada.



**70,000+**  
Athlete Alumni



**100,000+**  
Generous Volunteers



**27**  
Host Communities

# LETTER FROM OUR CHAIRMAN



**Tom Quinn**  
**Chairman**  
**Canada Games Council**

Greetings,

The excitement that was generated from the success of the 2017 Canada Games and our 50th anniversary continued throughout the 2017-2018 year.

Over the past year we have worked closely with the 2019 Canada Winter Games Host Society as we build towards the 2019 Canada Winter Games in Red Deer, Alberta, an event that will not only put our nation's best amateur athletes on display but also showcase the hard work, dedication, and western hospitality of the Host Society staff, volunteers, and City of Red Deer.

As the Canada Games Movement continues to look towards the future, we have been fortunate to add two new National Partners to our Canada Games family. Tim Hortons and MNP are leaders in Canada and will only help to raise the profile of the Canada Games.

The partnership and leadership of MNP has allowed the 2019 Canada Games to execute the first ever national torch relay in the history of the Canada Games. The MNP Canada Games Torch Relay will visit almost 50 communities across Canada and engage thousands of Canadians from Coast to Coast as the torch makes its way towards Red Deer for the Opening Ceremony.

As always, the success of the Canada Games relies on the contributions and support of our government partners, sponsors, and volunteers and we thank them for working with us to create a unique multi-sport event that benefits thousands of Canadian youth.

Overall this past year has been one of continued growth for the Canada Games Movement, and we'll continue to work with our partners and stakeholders to develop Canada's next generation of national, international, and Olympic champions.



# 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.

# REPORT FROM OUR CEO



A handwritten signature in black ink, appearing to read 'D Patterson', written over a white background.

**David Patterson, PhD**  
**President and CEO**  
**Canada Games Council**

It was a year to reflect on the success of the 2017 Canada Games, plan for the 2019 Canada Games and to build a platform to continue to develop the Canada Games for more generations of Canadian youth. Our team at the Canada Games Council worked tirelessly in service of Canada's youth athletes - continuing to ensure that the Canada Games serve them well in their development as athletes, leaders and citizens. This year, working with the entire sport community, our Board approved a new strategic plan for the Canada Games Council. Our Winning Aspiration calls for us to Catalyze, Lead and Develop in the Canada Games movement.

Since our first Games in 1967, the Canada Games have catalyzed athletes, coaches and communities to do more than they had thought possible. We will build on this incredible legacy through our work. When we were founded in 1991, the Canada Games Council was designed to lead the Canada Games and lead the sport community's work through the Games. We will embrace our leadership challenge to help ensure that the Canada Games provide real value to all of our stakeholders.

And finally, we have committed to develop ourselves and those we work with. As we get better we will continue to help Canada's youth get better on the field of play and off. At the Canada Games, everyone gets better, from volunteers welcoming fans to officials and of course, the athletes. We will continue to build on that strength in the coming years.

# REPORT FROM OUR CEO



Our **Games** Team has continued to develop and implement the world's best Games Transfer of Knowledge program. With literally tens of thousands of useful documents, and the world-leading expertise to go with them, Canada Games Host Societies have access to the best services in the world and that benefit shows up in operational efficiencies, effective delivery and reduced costs.

Our **Sport** Team continues to work with National Sport Organizations to ensure a successful competition at the Canada Games. This work with NSOs helps ensure that athletes at the Canada Games are on a pathway where their entire Canada Games journey enhances the development of athletes, coaches and officials. We continue to see this in the incredible accomplishments of our alumni, and in the continuing appetite in the Canadian sport system to be a part of the Canada Games.

In **Marketing and Communications**, we have secured two new partners in Tim Hortons and MNP, continued to tell the story of Canada Games athletes, Canada Games hopefuls and the next generation of great Canadian athletes, and we have supported the incredible work being done by Host Societies to tell the story of their Games to their local communities and the nation. Our corporate partners have been essential to the success of the Games and our Marketing and Communications team has done excellent work to ensure that we are working with partners to set their objectives and meet them leading into and during the upcoming 2019 Games.

Our **Corporate** team has worked tirelessly to be the team behind the team, supporting our staff and Board and providing the information, processes and structures we need to be a leader in the Canada Games and in the Canadian sport system. Our work with government partners, with our governance structure and in our team itself goes to show the dedication and skill of our team leading our team.

In the coming year, we will be supporting the 2019 Host Society in their delivery of the 2019 Canada Games. For the Canada Games Council and for all Canadians, it will be Our Moment, and we are so proud and excited to play our role in ensuring that our moment will be treasured for generations to come.





# OUR WINNING ASPIRATION

Working with and connecting partners  
in Canadian sport, we will:





**Games  
Delivery**

**Youth  
Focus**

# **WHERE WE PLAY**

**Positive  
Legacy**

**Canadian  
cities of many  
sizes**



**Deliver  
Outstanding  
Games**

**Emphasize  
Development**

# **HOW WE WILL WIN**

**Innovate**

**Live Digitally**

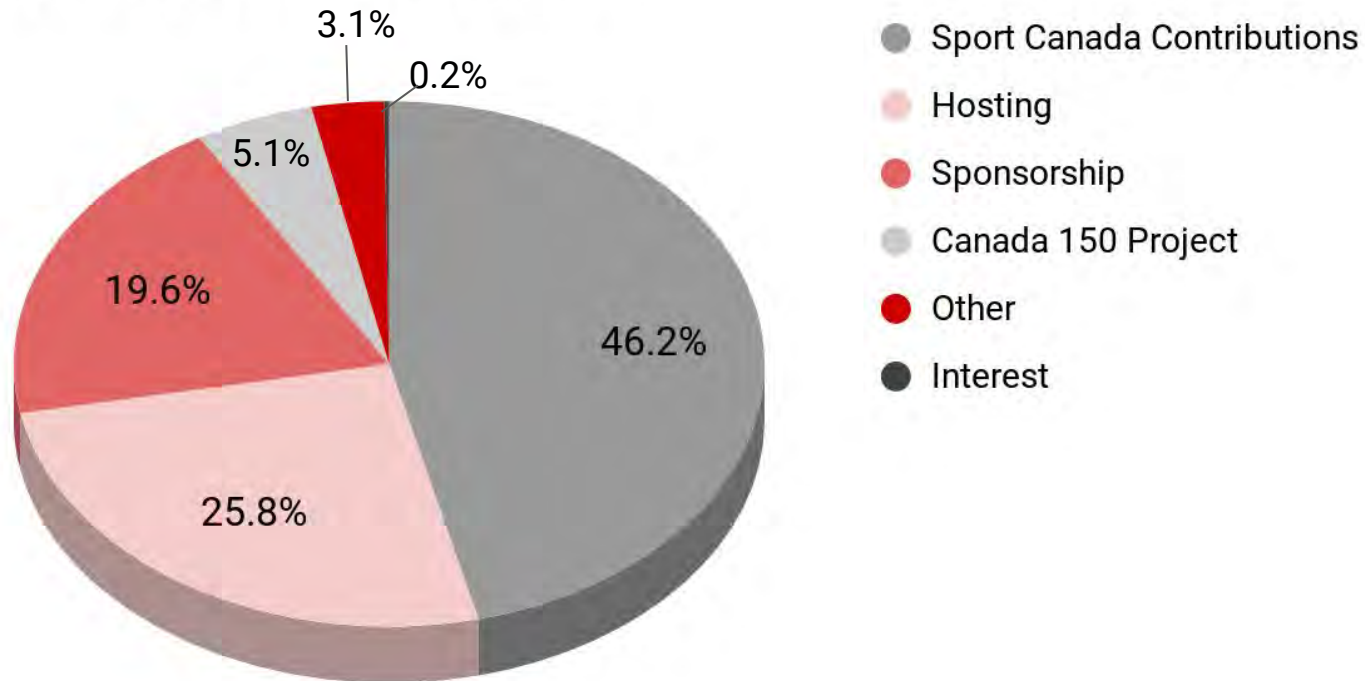


“In ‘83, I was 12 years old, so the Canada Games were just such a buildup of wanting to make it, knowing it was going to be hard, but wanting to do it anyways. In ‘87, it was, ‘I want to be on the podium.’ It was a lot more about results. I don’t know if people realize how inspiring the Canada Games really are.” - **Three time Olympic Medallist, Catriona Le May Doan**

# SUMMARY OF FINANCIALS



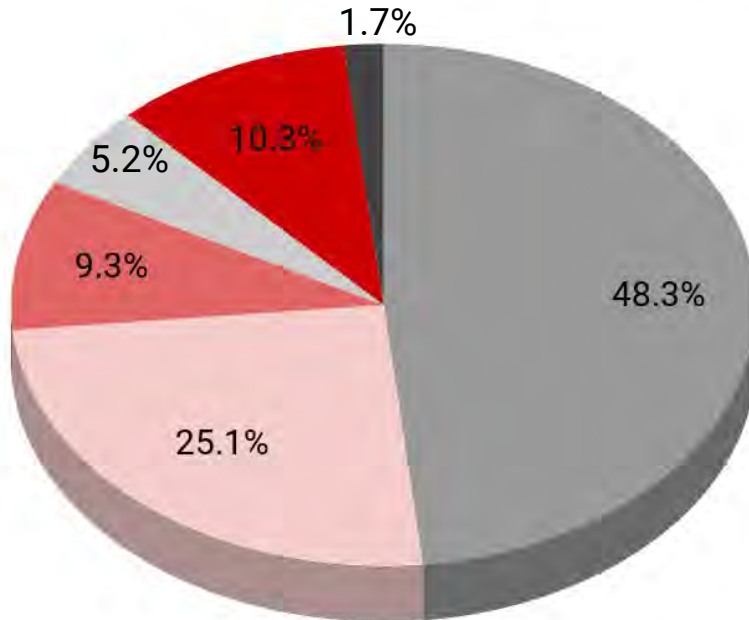
**CGC 2018 Revenue: \$2,416,820**



# SUMMARY OF FINANCIALS



## CGC 2018 Core Expenses: \$2,592,682



- Sustainability-Human Resources & Administration
- Unique Premium Event Marketing/Communications/Revenue Generation
- Canada 150
- Governance Operations
- Transfer of Knowledge- Hosts/Chefs/Government/NSO/Multi-Games planning
- Leadership - Leadership Activities, Sport Technical, Dreams and Champions

# LOOKING AHEAD

## 2019 CANADA WINTER GAMES

2017-2018 was instrumental in the planning of the 2019 Canada Winter Games. In under 100 days our nation's best amateur athletes will descend upon Red Deer, Alberta for the largest multi-sport event for youth in Canada. Here's a look at the upcoming Games:

**2** weeks of competition

**19** sports

**3,600** athletes, coaches, & managers

**Every** Province and Territory in Canada



# 2019 CANADA WINTER GAMES

## SPORT VENUES



Sport competition will take place at **13 different sport venues** between Red Deer and Calgary, including the Gary W. Harris Canada Games Centre built for the Games in partnership with Red Deer College and the City of Red Deer to host short track speed skating, figure skating, wheelchair basketball, badminton and squash.





# 2019 CANADA WINTER GAMES

## VOLUNTEERS



Each Canada Games relies heavily on a local volunteer force in order to deliver a successful event, and the 2019 Games will be no different. The Volunteer Program presented by Tim Hortons will see over **5,000** volunteers work in areas such as food services, transportation, and sport venues in order to ensure the athletes, coaches, and managers have the experience of a lifetime!



# 2019 CANADA WINTER GAMES CEREMONIES & FESTIVAL

The 2019 Canada Winter Games will feature an Opening and Closing Ceremonies designed to showcase the spirit and culture of Red Deer and Western Canada while celebrating the beginning and end of a fantastic Canada Games event. A 10 day festival program will take place during the Games as well, featuring musicians and performers who will represent the culture of each Province and Territory in Canada





# MNP CANADA GAMES TORCH RELAY

The MNP Canada Games Torch Relay is the first ever national torch relay in the history of the Canada Games. The relay will begin on October 4th, 2018 in Ottawa with the official torch lighting ceremony taking place at Parliament Hill, and is designed to raise awareness and excitement for the upcoming 2019 Canada Winter Games. The torch relay will visit 49 communities across Canada as the Roly McLenahan Torch makes its way towards Red Deer, Alberta for the Opening Ceremonies on February 15, 2019.

While torch relays typically take place throughout the host region prior to each Games, we are grateful to work with a fantastic partner in MNP, and together with the 2019 Canada Winter Games Host Society, plan the largest torch relay the Canada Games Movement has ever seen.



# MNP CANADA GAMES TORCH RELAY

## TORCH RELAY STOPS

Ottawa, ON - October 4, 2018	Edmonton, AB - January 8, 2019
Halifax, NS* - October 9, 2018	Lloydminster, AB - January 9, 2019
Montreal, QC - October 11, 2018	Medicine Hat, AB - January 12, 2019
Niagara Region, ON - October 20, 2018	Lethbridge, AB - January 16, 2019
London, ON* - October 22, 2018	Calgary, AB - January 18, 2019
Thunder Bay, ON* - October 25, 2018	Rimbey, AB - January 23, 2019
Winnipeg, MB* - November 1, 2018	Leduc, AB - January 25, 2019
Regina, SK* - November 6, 2018	Blackfalds, AB - January 29, 2019
Saskatoon, SK* - November 10, 2018	Olds, AB - January 31, 2019
Victoria, BC - November 21, 2018	Lacombe, AB - February 2, 2019
Kelowna, BC - November 30, 2018	Sylvan Lake, AB - February 5, 2019
Prince George, BC* - December 8, 2018	Ponoka, AB - February 7, 2019
Grande Prairie, AB* - January 5, 2019	Red Deer, AB - February 15, 2019

## CELEBRATION STOPS

Markham, ON - October 12, 2018	Kamloops, BC* - December 5, 2018
Toronto, ON - October 12, 2018	Drumheller, AB - January 11, 2019
Kenora, ON - October 30, 2018	Taber, AB - January 15, 2019
Portage la Prairie, MB - November 2, 2018	Vegreville, AB - January 9, 2019
Brandon, MB* - November 2, 2018	Stettler, AB - January 10, 2019
Humboldt, SK - November 7, 2018	Kananaskis, AB - January 21, 2019
Prince Albert, SK - November 8, 2018	Airdrie, AB - January 22, 2019
Surrey, BC - November 23, 2018	Rocky Mountain House, AB - January 24
Abbotsford, BC - November 27, 2018	Wetaskiwin, AB - January 26, 2019
Chilliwack, BC - November 27, 2018	Maskwacis, AB - January 26, 2019
Vernon, BC - December 4, 2018	Innisfail, AB - January 30, 2019



# THE NEXT THREE CANADA GAMES

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**NIAGARA 2021**



**P.E.I 2023**



**NFLD 2025**



# 2017/18 BOARD OF DIRECTORS



**Tom Quinn**  
**Chairman**



**Piers McDonald**  
**Vice Chair**



# DIRECTORS TEAM



**Elaine  
Roper**



**Anthony  
Everett**



**Sue  
Boreskie**



**Chris  
Morrissey**



**Catherine  
Gosselin-Deprés**



**Lynn  
Blouin**



**Evan  
Johnston**



**Dr. Cheri  
Bradish**



**Andy  
Gross**



**Catriona  
Le May Doan**

# THANK YOU TO OUR PARTNERS



## Funding Partner

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## National Sponsors

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Tim Hortons

MNP

SPORTCHEK

Teck



KONICA MINOLTA



## National Suppliers

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## Broadcast Partner

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# THANK YOU

