

## **COMMONWEALTH GAMES CANADA: 2016-2017 Highlights**

Commonwealth Games Canada (CGC) continues to fulfill its mission of building a better Commonwealth through sport by participating in the Commonwealth Games, delivering sport development and sport for development initiatives, increasing awareness and the value of the Commonwealth sport movement and by hosting Commonwealth sport events. CGC regularly asks how it can best serve sport, so sport can best serve the Commonwealth. The answer is by delivering worthy & unique CGC programs & services, listed below are the highlights from 2016-17.

### **TEAM CANADA**

The **2017 Commonwealth Youth Games**, held in Bahamas, included 9 sports: Athletics, Beach Soccer, Boxing, Cycling, Judo, Rugby Sevens, Tennis and Beach Volleyball. Canadian Sports were offered the opportunity to participate on a 'pay-to-play' basis. Athletics, Boxing and both Men and Women Rugby took up the opportunity. CGC provided a small, but hard working, Mission Staff. Total team size was 77. Team Canada finished 9th in the medal table with 2 gold, 7 silver; 9 bronze medals. Next Commonwealth Youth Games are scheduled for 2021 in Belfast, Northern Ireland.

Planning for Canada's participation in the **2018 Commonwealth Games** continues. All Team Mission Staff (medical, communications and operations) have been selected. The Chef de Mission (Claire Carver-Dias) and Assistant Chef de Mission (Benoit Huot) participated in a Site Visit and Claire (along with Kelly Laframboise and David Bedford) will attend the Chef's Seminar in October. The selection process for the Team Attaché is in progress. Kukri was selected as the Canada's Team clothing supplier and led an inclusive team clothing consultation and design process. The Team clothing kit will be unveiled at the Orientation Seminar in Ottawa, November 17-19. 9 CGC Member Sports received a CGC Coaching & Applied Science Grant to assist in team preparation. Application for Canada to receive Reallocation Slots was submitted. Most NSO's have provided their qualification criteria. All accredited athletes, coaches and mission staff will stay in the athlete's village avoiding GOLDOC's "extra official" fee. Emergency Preparedness and Readiness Plan is under development, including having 2 RCMP officers at the Games and staying in the athlete's village. The Team Member Agreement, including Team Clothing and Travel Policies, are under development.

### **SportWORKS**

For over 24 years CGC has delivered sport for development and sport development programming to promote community and social development and build national sport system capacity throughout the Commonwealth. Since that time CGC has led over 200 projects reaching more than two million youth in over 45 Commonwealth nations and territories. These initiatives focus on: the empowerment of women and girls, promotion of gender equity, youth leadership, HIV/AIDS awareness & prevention and building sport system capacity.

SportWORKS's **Queen Elizabeth Scholars Initiative**, launched in the fall of 2015 in partnership with Brock University, continues to send sport management students on four month internships to support multi-year projects in Africa and the Caribbean. Since 2015 over 30 *Canadian SportWORKS Officers* have completed 3 projects in the Bahamas, Samoa, and St. Vincent & the Grenadines, and continue to support projects in Botswana, Swaziland and the Turks & Caicos. CGC is exploring additional program partner opportunities to further grow the *SportWORKS* program.

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CGC is active in 3 key strategic areas supporting its programs and building the Commonwealth sport brand in Canada and abroad:

### **NATIONAL / INTERNATIONAL RELATIONS & HOSTING**

The CGF stripped Durban of the 2022 CWGs hosting rights and issued a Call for Bids for a new Host City. With the support of the Federal Government CGC worked with CGF to identify a Canadian Bid City(s). Individuals & groups with a passion for Commonwealth Games from 3 Canadian cities expressed interest in bidding (Toronto, Vancouver and Victoria), unfortunately none were able to secure municipal and/or provincial government support within the bidding timeframe..

CGC enhanced its relations with international Commonwealth sport community by successfully hosting a "ground breaking" CGF General Assembly (October'16, Edmonton) and attending the Caribbean and Americas Commonwealth Games Associations (CGAs) 2017 CGF Americas & Caribbean Region meeting. CGC enhanced Canada's influence within the international Commonwealth community with the committee member appointments of Canadians Linda Cuthbert (CGF Sport Committee) and Allan Zimmerman (Commonwealth Advisory Body on Sport – CABOS).

With the support from [SUMMA Strategies](#) CGC will execute a campaign style, targeted Federal Government engagement strategy this Fall. The objective is simple - securing an additional \$500K /year in Federal Government funding. The strategy starts with an Appeal Letter to selected MPs, a presentation to the Commonwealth Parliamentary Caucus and then follow-up 1-on-1 meetings.

CGC is a member of the newly formed "MSO Caucus" - a voluntary, informal, gathering of senior staff from national multi-sport organizations to share information, network, learn & advocate.

### **COMMUNICATIONS**

#### **Public Relations**

CGC's communications platforms - CGC's website, Facebook and Twitter platforms continue to be maintained and viewership is growing, albeit slowly. Making CGC's website "mobile friendly" is in progress. The **CGC Alumni Program** is growing steadily

with membership now reaching 359. Recruitment tactics continue to be deployed including contests and Chapter events. Liz Tweedle was appointed Chair of the Alberta Alumni Chapter and hosted a successful Alumni Breakfast on March 13 (Commonwealth Day and launch of the 2018 Queen's Baton Relay). CGC Alumni also worked with organizers of the four Canadian Cities hosting the 2018 Queen's Baton. The Outstanding Partner Award category of the **Canadian Commonwealth Sport Awards** has been selected for 2017. An announcement and presentation to the Award Recipient is expected by end of the calendar year. Winners of the inaugural 2016 **Canada Commonwealth Cup** were announced and prizes awarded. A few revisions were made to the Cup's point system for 2017 resulting in a more "dynamic" Leaderboard.

CGC worked closely with the municipalities of the 4 previous Canadian host cities for the Commonwealth Games (Hamilton, Vancouver, Edmonton and Victoria) to stage a successful 2018 CWGs Queen's Baton Relay, inspiring thousands of Canadian youths and increasing awareness of the Commonwealth sport brand.

#### Media Relations

Topical media events & releases are staged regularly and monitored & measured. CGC continues to monitor and facilitate securing a Canadian broadcast of the 2018 Commonwealth Games.

## **MARKETING**

CGC signed 2 new Program Sponsors – Kukri and Air Canada, and 2 new IT Suppliers (Answerman & OPIN). Work continues to recruit additional corporate sponsors, as well as, non-corporate Partners (governments, and non-governmental agencies.)

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Behind CGC's programs and strategic initiatives is a lean, effective and efficient administration:

## **ORGANIZATIONAL EFFECTIVENESS**

CGC's 2016/17 financial audit was conducted, showing a deficit of \$147K, much lower than the approved budget deficit of \$203K. CGC's 2017/18 Workplan & Budget was approved showing a projected \$991K deficit. Looking longer term CGC needs to raise at least an additional \$2 million in the quadrennial to avoid depleting its Reserve Fund and to "keep whole" past 2022. To accomplish this CGC is guided by a ten point *Revenue Generation Strategy* which to date has had only modest success.

CGC Staff Performance Reviews were completed. CGC Committees are populated and operational and all Terms of References have been updated.

CGC has a Risk Management Policy and Risk Registry reviewed regularly by CGC committees. Risk Management is a standing agenda item on CGC Board of Director's meetings for "high" rated risks.

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## **LOOKING FORWARD**

Canada's Team will compete and perform extremely well at the 2018 Commonwealth Games, thereby, supporting Canadian athletes get to the next level, inspiring Canadian youth and making all Canadians immensely proud! CGC's award winning SportWORKS program will add more projects and more SportWORKS officer placements and launch a new in-Canada initiative. The Commonwealth sport brand in Canada will continue to grow by CGC delivering & promoting its unique and worthy programs - Canada Commonwealth Cup, Canadian Commonwealth Sport Awards and CGC Alumni. CGC will continue to seek new sponsors and lobby the Federal Government and agencies for additional financial support. Commonwealth Games Foundation of Canada will be "revitalized" and CGC looks forward to joining the House of Sport in June/July 2018.

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## **LAST, BUT CERTAINLY NOT LEAST**

A heartfelt thank you to CGC Members and Partners for their commitment and on-going support of CGC's work in building a better Commonwealth through sport. In particular I would like to acknowledge Sport Canada, Poole Constructors of Canada (PCL) Kukri and Air Canada whose financial support makes CGC's programs possible. Finally, I would like to pay tribute to CGC volunteers and staff for their commitment and passion for the Commonwealth sport movement. Commonwealth sport plays an important role in Canada's sport system and contributes to social development of youth across the Commonwealth.

Yours in Commonwealth sport,



Richard Powers,  
President, Commonwealth Games Association of Canada

P.S. Keep informed of all the Commonwealth sport news & information in Canada and abroad – subscribe to « Friends of Canadian Commonwealth Sport » at [www.commonwealthgames.ca](http://www.commonwealthgames.ca), follow CGC on Facebook [jeux du Commonwealth Games](https://www.facebook.com/jeux.du.Commonwealth.Games) and Twitter @cgc\_jcc, and join the Commonwealth Alumni program.

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