

## Commonwealth Games Canada - 2015 Highlights

Commonwealth Games Canada (CGC) strengthens sport within Canada and the Commonwealth by participating in the Commonwealth Games, hosting Commonwealth sport events and using sport for development. CGC is a member of a global network of organizations dedicated to furthering Commonwealth values such as democracy, equality, justice and opportunity for all. Accordingly, CGC regularly asks how it can best serve sport, so sport can best serve the Commonwealth? The answer lies with the unique and worthy programs CGC delivers, listed below are the highlights from 2015:

### TEAM CANADA

The 2015 Commonwealth Youth Games include the following 9 sports: Athletics, Archery, Boxing, Lawn Bowls, Rugby 7s, Squash, Swimming, Tennis and Weightlifting. Canadian NSF's were offered the opportunity to participate on a 'pay-to-play' basis. Rugby Canada was the only CGC Member who committed and CGC worked closely with Rugby Canada in preparing and sending a Junior Women 7's Team to the event in Samoa, where they won a Silver medal.

188 (of 265) athletes from Canada's 2014 Commonwealth Games Team competed for Canada at the 2015 Pan Am Games and they won 96 of the 131 medals won by Canada in the Commonwealth sports contested at the 2015 Pan Am Games.

### SportWORKS

SportWORKS CGA Capacity Support Initiative concluded and a new SportWORKS program initiative - the *Queen Elizabeth Scholars Initiative* (QESI) was launched. CGC in partnership with Brock University will deliver the *Queen Elizabeth Scholars Initiative* (QESI) over the next 3 years. CGC will prepare, send & monitor 71 senior Brock University sport management students on 4 month internships, enhancing 7 sport development and development through sport projects in Commonwealth countries:

Botswana	Botswana Long Term Athlete Development Project	3 years
Turks and Caicos	Rugby Development Project	3 Years
St Vincent and the Grenadines	Sport for Life Project	2 to 3 years
Swaziland	Leaders in Training Project	2 years
Jamaica	Learn to Row Project	3 years

Two additional projects will be added in 2016.

These projects will make a difference to tens of thousands of Commonwealth youth and SportWORKS Officers will come back to Canada transformed. The first cohort of Brock University students/ SportWORKS Officers were deployed in early September. You can follow the progress of the sport projects and the SportWORKS Officers personal stories of triumphs & discovery on CGC's website.

### BEYOND THE PODIUM

CGC works with local sport organizations in Commonwealth countries enhancing youth's social skills using the transformative power of sport. This program is "on hold" until new partners and funds become available.

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CGC is active in 3 key strategic area that support CGC's programs and build the Commonwealth sport brand in Canada and abroad:

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

CGC worked closely with a City of Edmonton Bid Team on every aspect of a 2022 CWG Bid. This work included attending key Bid Committee meetings, weekly communications on various bid topics, writing and reviewing the Bid File, advising on CGA /voter relations and creating an Athletes & Coaches Commission. The outcome was a strong, winnable Bid, when the timing is right to submit it. CGC negotiated a precedent setting Bid Endorsement MOU with the City of Edmonton. The timing of the global drop in oil prices affected the province's ability to commit support and Edmonton has instead committed to bidding for the 2026 Games. CGC granted Edmonton a first right of acceptance to be Canada's bid city for the 2026 CWG, with conditions.

CGC worked closely with the City of Edmonton to bid and win the right to host the 2016 Commonwealth Games Federation (CGF) General Assembly as part of its overall Commonwealth bid strategy.

CGC enhanced its relations with the Caribbean and Americas Commonwealth Games Associations (CGAs) at the 2015 Pan / Parapan American Games and the Durban 2022 CWG Bid Inbound Tour.

CGC created a mechanism for feedback from its Members and key external stakeholders about CGF's proposed new Strategic Plan – *Transformation 2022* and proposed Commonwealth Games Sport program and athlete quota changes. CGC representatives attended the CGF Strategic Plan consultation meeting for the Caribbean & Americas Regions.

CGC nominated and campaigned for Bruce Robertson to continue as a CGF Vice President. In winning that re-election his ongoing contribution to the international Commonwealth movement were recognized.

CGC meets regularly with the Canadian Games Franchise Holder Working Group discussing Team Mission efficiencies & effectiveness. CGC transferred its database to ZeusCAN along with other Canadian games franchise holders.

CGC was approved for the eligibility of continued Sport Canada funding in the 2016-2020 cycle and an application for assessment for Sport Canada funding CGC in the 2016-2020 cycle was prepared and submitted. A new Sport Canada Consultant, Pierrick Neron, has been assigned to CGC.

CGC is working with the Sport Matters Group on a federal election strategies to reinstate the major events portion of Canada's Hosting Policy.

## **COMMUNICATIONS**

Terms of Reference for a new CGC Communications Committee were approved and committee members recruited. CGC's communications platforms - CGC's website, Facebook, Twitter, LinkedIn (Alumni Only) continue to be maintained and viewership continues to grow, albeit slowly.

CGC, in partnership with MyCommonwealth, staged the 4<sup>th</sup> annual *Commonwealth Run* in Ottawa. This event fell short of its objectives and is under review.

A CGC Alumni Program is under development and will soon be officially launched.

A proposal to change CGC's legal name is being explored and is contingent upon the adoption of CGF's *Transformation 2022* Strategic Plan.

## **MARKETING**

Terms of Reference for a new CGC Marketing Committee were approved and committee members recruited. Feedback from corporate Canada is the Commonwealth sport brand in Canada is weak and so is the value proposition offered to prospective corporate sponsors. The marketing committee is focused on developing a few, "in-Canada" Commonwealth branded programs & events to improve the value proposition, namely, the *Canadian Commonwealth Sport Hall of Fame* and *Canadian Commonwealth Cup*.

Work continues trying to recruit additional non-corporate Partners (governments, foundations, organizing committees, etc.) to support CGC's programs. Current Partner proposals include: Olympic Solidarity, Canada 150 Fund, Canada Games Council, CGF and the Royal Commonwealth Society.

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

## **ORGANIZATIONAL EFFECTIVENESS**

CGC's 2014-15 financial audit was conducted, showing a deficit of \$185K, much lower than the approved budget deficit of \$525K. CGC's 2015-16 Workplan & Budget was approved showing a projected \$46K surplus. Looking longer term CGC needs to raise an additional \$1 million in the quadrennial to avoid depleting its Reserve Fund and to "keep whole" past 2018. To accomplish this CGC is guided by a twelve point *Revenue Generation Strategy* which to date has had modest success.

CGC Staff Performance Reviews for 2013-15 were completed. Post 2014 AGM elections, CGC Committees are being populated and operational and all Terms of References have been updated. CGC's office was moved and downsized, realizing an annual savings of about \$30K.

As part of the federal government requirements CGC has an approved Risk Management Policy and is in the process of developing and populating a Risk Registry through CGC's committees. Moving forward Risk Management is to be a standing Director's meeting agenda item dealing with high rated risks.

CGC regularly conducts an RFP process for functions delivered by suppliers. CGC recently completed an RFP process for its Auditor and a Travel Agency RFP is in progress.

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## **LOOKING FORWARD IN 2016**

CGC will continue to deliver and grow SportWORKS, start the foundational work for Team Canada 2018, reactivate the Foundation, continue lobbying the federal government and agencies for increased grants & contributions and lay the groundwork for a 2026 Commonwealth Games Bid. Also, CGC will deliver new events, programs & services that serve to build the Commonwealth Sport brand in Canada, notably: hosting the *2016 CGF General Assembly* in Edmonton, launching the *Canadian Commonwealth Cup*, *Canadian Commonwealth Sport Hall of Fame*, a CGC Alumni Program and bring CGC's award winning SportWORKS program home with an in-Canada initiative.

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## **FINALLY,**

A heartfelt thank you goes to CGC Members and Partners for their commitment and on-going support of CGC's work in growing the Commonwealth sport movement. In particular I would like to acknowledge Sport Canada and Poole Constructors of Canada (PCL) whose financial support makes CGC's work 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 is a key component of Canada's sport system and contributes to social development in Commonwealth countries.

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](#) and Twitter [@cgc\\_jcc](#), and join the Commonwealth Alumni Group on LinkedIn.

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