



2007 - 2008

BC Games Society - Year In Review

TELLING OUR STORY



THE PURPOSE

“To provide an opportunity for the development of athletes, coaches, and officials in preparation for higher levels of competition in a multi-sport event which promotes interest and participation in sport and sporting activities, individual achievement, and community development.”

A MESSAGE FROM: THE MINISTER

For over 30 years the BC Games Society has led the way in event management in our province and has been a valuable partner in sport development.

Since it was established in 1978, the BC Games Society has brought celebrations of sport and community to every corner of British Columbia. By providing what often is their first taste of multi-sport competition, the BC Summer and BC Winter Games offer young athletes a stepping stone to national and international competition. Through the BC Disability Games, Northern BC Winter Games, and BC Seniors Games – healthy, active lifestyles are being promoted province-wide.

The BC Games are an opportunity for hosts to showcase their communities and benefit from the tremendous legacies such as sport development, skilled and trained volunteers, economic and tourism development and new or refurbished facilities and equipment. I was able to attend the 2008 BC Winter Games in Kimberley and

Cranbrook and was delighted to witness the athletic skill and fair play displayed by the athletes as well as the commitment to the event by the volunteers and staff.

I would like to thank everyone involved in the BC Games including staff, board members, volunteers, corporate partners, provincial and local sport organizations and the athletes themselves. I know that this spirit of sport and community will continue for years to come.

Sincerely,



Stan Hagen
Minister of Tourism, Sport and the Arts¹

¹Minister responsible for the fiscal year 2007-08



A MESSAGE FROM: THE CO-CHAIRS

What often isn't captured in an annual report to shareholders, is the passion and determination behind the reporting. In this document we hope to help you as the reader fully understand, the emotions around the BC Winter Games, and the importance those feelings play in the lives of athletes, coaches, and the thousands of volunteers who connect with these Games.

This report brings you the challenges, the successes, and the people committed to keeping the BC Winter Games high on the list of community engagement and athlete development opportunities. It shows the BC Winter Games are far more than four days of sporting celebration; they are the culmination of planning, training, and team work. Both the athletic and volunteer communities share these traits when preparing for a BC Winter Games. The BC Winter Games showcase investment on many fronts, the collective spirit around competition and community pride reflecting a job well done.

The cities of Kimberley and Cranbrook took their hosting responsibilities to heart when 3,033 volunteers hosted the 1,964 athletes, coaches,

and officials from February 21 to 24. With 1.5 volunteers to every participant, the hospitality of the East Kootenays shined as brightly as the sunny skies of that winter weekend. One Kootenay volunteer stated, "I am grateful for the experience and hope to be involved in something like this in the future." The participants weren't the only ones enjoying the BC Games experience as a post Games survey of registered volunteers indicated 91% had a positive experience while volunteering.

From the field of play, coaches too expressed their delight with having a BC Winter Games opportunity for their sport. One sport advisor from Vancouver Island said, "Our sport has gained significantly from our involvement in the BC Winter Games. Our athletes have such a wonderful experience and their parents consistently say what a positive experience the Games are for them".

Enjoy reading the stories of volunteerism, of sport success, and of the leadership role the BC Games plays within our provincial system. As noted, the BC Games are much more than four days of sport, they are a catalyst for change, a

blackboard for education, and a training ground for leadership.

Our Board of Directors and staff greatly value the support and commitment made by the Honourable Stan Hagen, Minister of Tourism, Sport and the Arts and his staff in the Ministry. Our Board would again like to honour and thank the thousands of volunteers who make up the host community organization, and those from the provincial sport system, for without your abundant help and dedication, the BC Winter Games would simply never take place.



Frank Lento and Wendy Ladner-Beaudry
Co-Chairs, BC Games Society

BOARD OF DIRECTORS

The BC Games Society was established in 1977 to promote community and sport development across BC. Responsible for the policy of the Society is a fifteen member community-based Board of Directors appointed by Ministerial letter.

**“Management is doing things right;
leadership is doing the right things.”**

Peter F. Drucker



Wendy Ladner-Beaudry, Co-Chair, Vancouver

Tony Fiala, Co-Chair and Finance Committee, Williams Lake¹

Sharon White, Victoria, Provincial Government, Marketing and Communications Committee

Scott Braley, North Vancouver

Bob Irwin, Kitimat, Northern BC Winter Games Society, Sport Committee

Anoop Sharma, Vancouver, BC Disability Sports

Jennifer Williams, Duncan²

Kelly Stefanyshyn, Vancouver³

Gary Young, North Vancouver, Chair - Marketing and Communications Committee

Bruce Johnson, Penticton, Finance Committee

Renee McCloskey, Prince George³

Kimberly White Gilhooly, Vernon, Marketing and Communications Committee

Marni Abbott-Peter, Vancouver, Sport Committee⁴

Frank Lento, Fernie, Co-Chair, Chair - Sport Committee⁵

Ken Wood, Coquitlam³

Rod Cox, Terrace, Chair - Finance Committee, Marketing and Communications Committee

Dorothy Paul, Brentwood Bay

1. Resigned effective January 2008

2. Term expired January 2008

3. Appointed March 2008

4. Resigned effective March 2008

5. Appointed Co-Chair March 2008

A full-page photograph of a skier in a dynamic pose, leaning into a turn. The skier is wearing a red and orange patterned suit, a white bib with the number "44", a red helmet with white graphics, and blue goggles. They are holding ski poles and carving through snow, which is kicked up behind them. The background is a clear, bright blue sky.

Unleash your potential.

Kimberley-Cranbrook 2008 BC Winter Games

The Cities of Kimberley and Cranbrook joined forces to host BC's rising stars at the 2008 BC Winter Games. Showing the spirit of true teamwork, the Board of Directors worked diligently to bring together volunteers from Kimberley, Cranbrook, and surrounding communities. With brilliant sun shining on the snowcapped mountains of the East Kootenays, 1964 participants were welcomed by 3033 volunteers for a weekend of incredible competition and life changing experiences.

"The event was expertly staged and the level of hospitality I received was amongst the best I have experienced in any of the many international sporting events I have attended."

Paul Varian, President and CEO, Sport BC

"My daughter was at the BC Winter Games and it was an incredible experience. I was so impressed with everything. I would like to give back and volunteer as a coach for the 2010 BC Winter Games."

Christine Murray, Parent



Kimberley-Cranbrook 2008 BC Winter Games President Rob McIntyre (left) and Vice President Allan Davis (right)



It Takes Teamwork.

THE KOOTENAYS

A night photograph of a snowy mountain range, likely the Kootenay Rockies, with a full moon in the sky. In the foreground, a town is illuminated by lights, and the surrounding area is covered in snow and evergreen trees.

"If BC is the best place on earth, then I suggest that for these four days the BC Winter Games has been the best sporting event held anywhere on earth."

Rob McIntyre, President Kimberley-Cranbrook 2008 BC Winter Games

Photograph courtesy of Kootenay Rockies Tourism

VOLUNTEERS

The BC Games Society's core business is the event management of the BC Summer and BC Winter Games. Essential to our successful operations are dedicated community volunteers who work diligently to showcase their communities and the BC Games. It is our commitment to support these volunteers with the best resources and training opportunities.

Kimberley and Cranbrook residents came out in force to support the BC Winter Games. For every participant there were 1.5 volunteers supporting their activities (50% more than in past Games).

The volunteer sector has many unique challenges. As the population ages and economic opportunities and family obligations take priority, volunteer hours are more and more limited.

Ensuring a positive experience is important to the BC Games Society as we hope volunteers will utilize their new skills and confidences and remain engaged in their communities.

"It has been said that it's very unselfish to devote the time and energy to this type of planning, but I believe I have been rewarded tenfold. The people that I have met, the relationships that have been made and the challenges I have overcome have been priceless. I wouldn't hesitate to do it again!"

Lorinda Nelson, Director of Special Events and Operations Manager

97% positively rated the assistance provided by the BC Games Society

91% positively rated their overall BC Games experience

1 in 10 residents of Kimberley and Cranbrook volunteered at the Games

97% of Games volunteers would encourage their friends or family to volunteer at a future BC Games

It Takes Dedication.



"And the volunteers said..."

"This was an experience of a lifetime. The communities came together and supported the athletes."

"The BC Games staff were great to work with and very knowledgeable."

"I can hardly wait for another opportunity to have the community host another BC Games. Hope that is not 27 years in the making!"

"It was so amazing - participants, coaches, and parents were patting volunteers on the back."

SPORTS

The BC Winter Games are firmly established as one of the most successful multi-sport Games in Canada. A critical part of this success is due to the dedication of the Provincial Sport Organizations, and their province-wide network of volunteers. Provincial Advisors, Zone Representatives, and Sport Chairs are essential in providing overall direction and support to the BC Games Society, thus ensuring the athletes, coaches, and officials maximize their opportunities while attending the four-day competitive experience.



Cindy Simpson, Badminton BC Provincial Advisor, Recipient of the 2008 Presidents' Award and Kelly Mann, President and CEO, BC Games Society

2008 BC Winter Games Provincial Sport Organizations

BC Archery Association
Badminton BC
BC Wheelchair Basketball Society
Biathlon BC
Boxing BC Association
Curl BC
Skate Canada – BC/YT Section
Gymnastics BC
BC Hockey
Judo BC
Karate BC

BC Rhythmic Sportive Gymnastics Federation
BC Ringette Association
BC Alpine Ski Association
Disabled Skiers Association of BC
Cross Country BC
BC Speed Skating Association
Squash BC
Swim BC
BC Special Olympics
BC Table Tennis Association



Participants

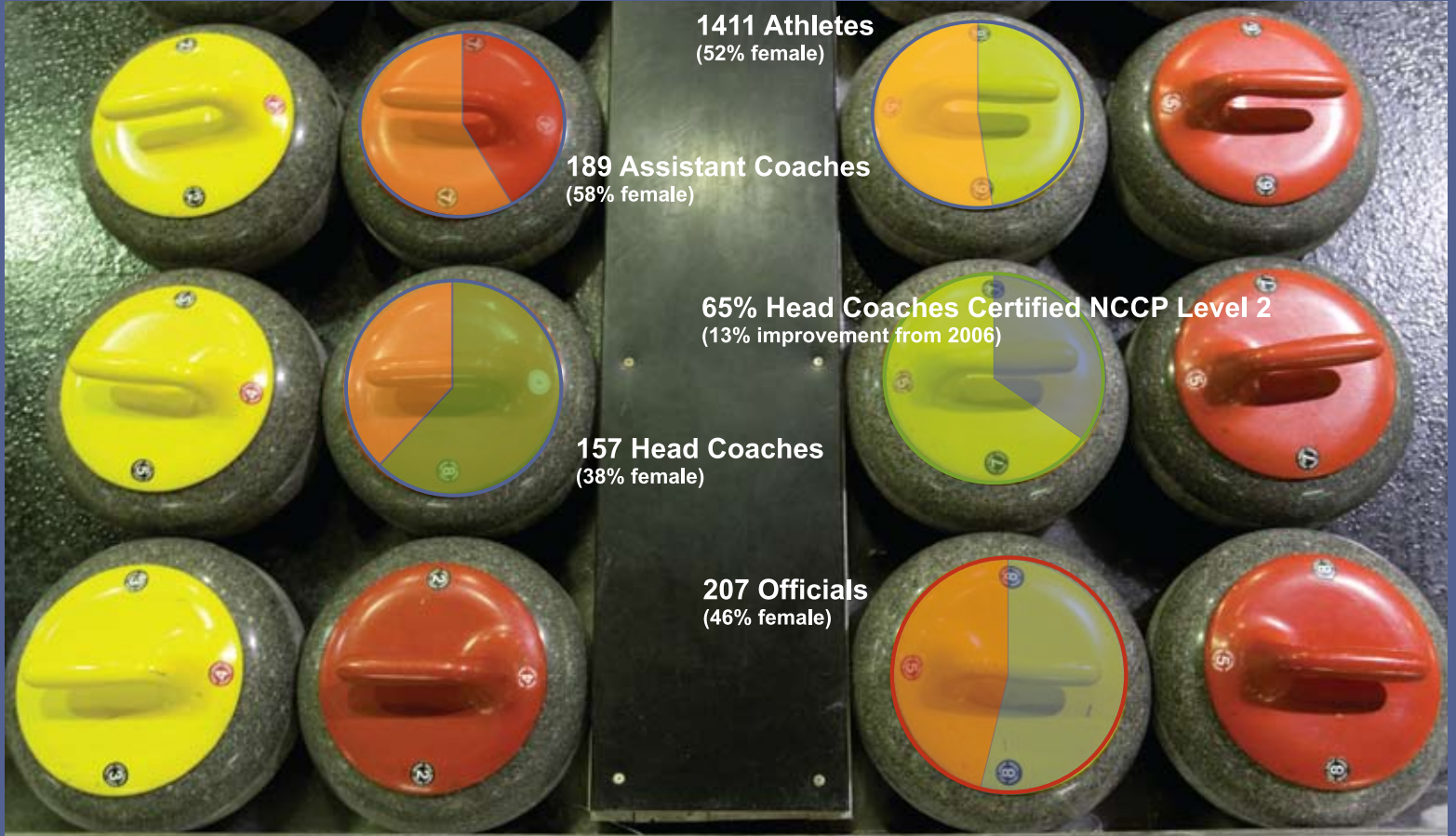
1411 Athletes
(52% female)

189 Assistant Coaches
(58% female)

65% Head Coaches Certified NCCP Level 2
(13% improvement from 2006)

157 Head Coaches
(38% female)

207 Officials
(46% female)



TEAMWORK

BC Games 101

The BC Games Society in partnership with Canadian Sport Centre-Pacific and BC Athlete Voice offered BC Winter Games athletes, coaches, and their parents the opportunity to access an educational session on what the BC Games are, where this opportunity fits within the development of athletes, and how to ensure athletes get the most out of their BC Games experience. Sessions were led by Canadian Sport Centre-Pacific Performance Planners and staff from BC Athlete Voice.

In total, 9 sessions were held (3 in Vancouver Island Central Coast, 2 in Cariboo North East, 2 in Thompson Okanagan, and 2 in Kootenays) involving 161 participants (90 athletes, 50 parents, and 21 coaches).



Mentorship Program

The first participants in the Coaching Mentor/Apprenticeship program for female coaches put their skills to work at the 2008 BC Winter Games. Four mentor coaches worked with five apprentice coaches in the sports of speed skating, figure skating, and female hockey.

A joint initiative of ProMOTION Plus, the Coaches Association of BC, and the BC Games Society, the program is designed to assist and support women coaches in their pursuit of higher levels of coaching certification



Canadian Sport for Life

Nationally, the Canadian Sport for Life (CSL) framework has established developmental priorities for sport. The BC Games Society Core Sport policy assesses sport organizations through the CSL lens while recognizing established Board-approved criteria that regional sport development and gender equity are important values.

The true value of the BC Games will depend on the quality of the athletes participating, how well they are prepared, the education and training of coaches, the standard of officiating, and the quantity and quality of volunteers, many of which are outside the control of the BC Games Society.

Within the CSF, the BC Winter and BC Summer Games have been identified to be in the upper end of the Training to Train stage, or in the Training to Compete stage for most sports. The BC Games are a high profile competitive showcase for sports to incorporate into their CSL strategies, ultimately helping them showcase the development of their athletes, coaches, and sport leaders.

It Takes Focus

Taking Initiative

Karate BC initiated a Junior Officials qualification event at the 2004 BC Winter Games to encourage young officials to gain certification and experience. 33 officials have now been certified and inspire junior athletes to endeavour to excel at Karate and as officials.

"Our junior officials were commented on most favorably by all of the Zone coaches on how they were able to handle the pressure of their new roles. The junior officials also understood how hard it is to be an official and it has changed their outlook on competitions."

Fernando Correia, Assistant Provincial Advisor, Karate BC

Local volunteers planned and created a new biathlon range for the BC Winter Games competition. This involved excavation of the site, new trails, and building of the range. It was a community endeavour that will hopefully encourage a new biathlon club in the region.

Kimberley North Star Racers were recognized for their outstanding organization of the BC Winter Games Alpine Skiing competition by earning the "Event of the Year Award" from the BC Alpine Association.

The BC Winter Games Special Events Directorate partnered with the College of the Rockies to bring the Kootenay Coaching and Sport Summit. This was a five-day conference focusing on sport and including 130 delegates from the coaching stream, elementary education, secondary education, community sport interest groups, and sport administration.



Unleash your potential.

ECONOMIC IMPACT

In partnership with the Tourism Development Branch of the Ministry of Tourism, Sport and the Arts, the BC Games Society undertook an economic impact study of the 2008 BC Winter Games. The communities of Kimberley and Cranbrook saw a direct economic impact of \$1.8 million.

"The BC Winter Games were a great event for the economy, profile and spirit of our communities. The Games brought Cranbrook and Kimberley residents together while attracting visitors from across B.C. to support our athletes and enjoy the beauty of the Kootenays. The impact of this event will have positive, long-term effects for our region."

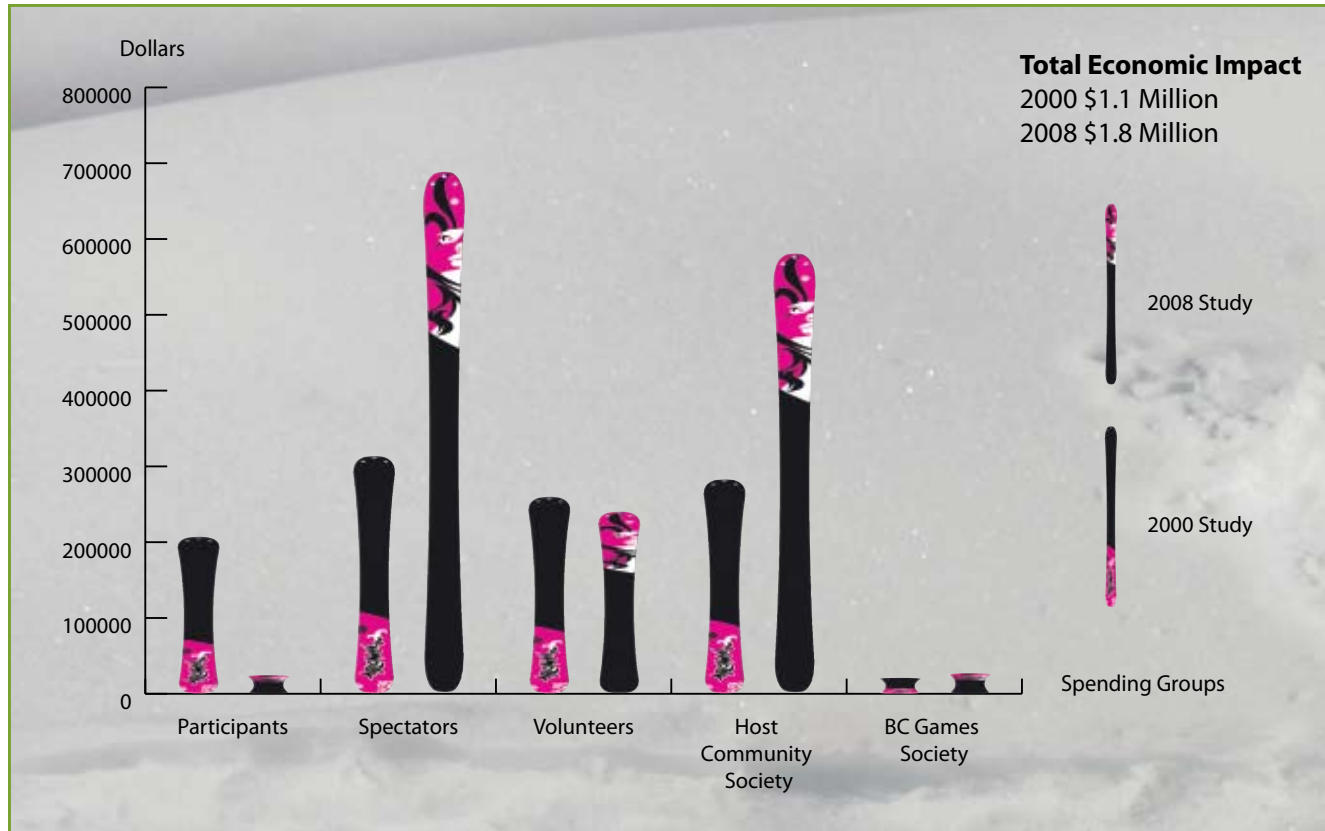
Bill Bennett, MLA East Kootenay

The 2008 study saw an increase in economic impact of \$600,000 over the previous study of the BC Winter Games done in 2000. Participants, spectators, and volunteers accounted for \$1,128,000 of spending while Games organizers spent \$658,000. The significant jump in the overall comparison was a marked increase in spectator spending. As the BC Winter Games are a unique one-time opportunity for athletes, more parents are attending the Games in support of their children. Hotel nights, restaurants, and car rentals all attributed to the increase in spectator spending.

The Economic Planning Group of Victoria has conducted studies involving the BC Games for over 15 years and they again brought their knowledge and experience to this study.



ECONOMIC IMPACT



ACADEMY



The 2008 BC Olympic & Paralympic Youth Leadership Academy took place in conjunction with the BC Winter Games. 39 delegates (25 grade 9 students and 14 grade 10 students) from across BC gathered to learn about leadership, teamwork, and the Olympic/Paralympic movements and values. The Academy is supported by partners, 2010 Legacies Now, Aboriginal Sport and Recreation Association of BC, BC Disability Sports, BC Games Society, BC School Sports, Canadian Olympic Committee, Canadian Sport Centre - Pacific, ProMOTION Plus, and Sport BC. It is held biennially in conjunction with the BC Winter Games.

The 2008 Academy welcomed Christine Keshen, 2006 Olympic Bronze Medalist in Curling and a BC Games alumni. Christine grew up in the Kootenays and lives in Invermere. She was the keynote speaker at the Dinner of Champions and shared her experiences and inspiration with the delegates and guests.



Olympic Bronze Medalist Christine Keshen

"I learned a lot from the speakers and activities and I know more about who I am and how I can contribute to my community by being a great leader. It was definitely an unforgettable experience."

Samantha Postle, 2008 Academy Delegate

"I had so much fun at the Youth Leadership Academy. I met Olympians and I made some awesome friends that I will never forget. I can't wait until I am old enough to help with the Olympics."

Stephanie Crighton, 2008 Academy Delegate



PARTNER GAMES

2007 BC Seniors Games

3204 active seniors participated at the 2007 BC Seniors Games. Nanaimo once again welcomed BC Games participants to their city as it has done five times since 1985.

Dating back to 1985, each of the BC Games hosted in Nanaimo has had the good fortune of the involvement of Diana Johnstone. Diana served as the Operations Manager for the BC Summer Games in 1985 and 2002, a Director for the BC Disability Games, and most recently as President of the 2007 BC Seniors Games. She is a true community ambassador who con-



Diana Johnstone
receives Community
Achievement Award
from Premier
Gordon Campbell

tributes to sport, art, culture, local government, tourism and recreation.

Diana was recognized for her dedication with the Sport Administrator of the Year Award at the 2008 Nanaimo Sport Achievement Awards. She was also recognized provincially with a 2008 Community Achievement Award presented by Premier Campbell.

"In every community there's a person that you go to, to make sure it's done right. In Nanaimo, that person is Diana Johnstone. She genuinely wants to make the community she lives in a better place, and she certainly has made a difference."

Ron Cantelon, MLA, Nanaimo-Parksville
Statement to the Legislature, May 23, 2008

2007 BC Disability Games

Powell River hosted their first ever BC Disability Games in July 2007. The community has been recognized for its forward approach to accessibility and inclusivity through the "Measuring Up" program. As a result of the Games, a new Dis-

ability Sport Club has been formed to welcome people with disabilities to participate in sport.

VANOC recognized two BC Disability Games volunteers in a promotional campaign. Holly and Bill Stommer wrote to VANOC as part of their 2010 volunteer application, and described their amazing experience with the 2007 BC Disability Games. They were selected to share their story through a Workforce Volunteer promotional video.

2008 Northern BC Winter Games

Dawson Creek welcomed 1058 participants to the 2008 Northern BC Winter Games. And winter it was, with temperatures at -40 degrees the hearty northern residents used their experience of hosting six BC Games (and two in the last three years) to stage a fantastic event. The new South Peace Community Multiplex was showcased hosting Accreditation, Swimming, and the Closing Ceremony.

WINNING GOALS

The BC Games Society supports the Provincial Government's goal to lead the way in North America in healthy living and physical fitness. The BC Games promote interest and lifelong participation in sport and sporting activity.

The BC Games supported the initiatives of ActNow during the 2008 BC Winter Games.

- 6,000 participants, volunteers, and guests wore accreditation badges on ActNow lanyards
- 2,100 reusable ActNow lunch bags were distributed to participants
- 13,000 ActNow approved meals were served and tent cards provided information on cafeteria tables

2008 marks a historic date in BC with the 150th Anniversary of the founding of the crown colony. Every community in the province was invited to participate in this year-long celebration of BC's cultural diversity, community strength, and achievements and the BC Games host communities were no exception.

Kimberley and Cranbrook proudly displayed the BC150 logo on their website, on souvenirs, in publications, and through event scripting.



"There is a legacy of sport in British Columbia – and why not? This is after all, the best place on earth for recreational opportunities. From the historical use of snowshoes for hunting, trapping, and socializing, to the first recorded game of Rugby on Vancouver Island in 1876, to our continued love of ice hockey, skiing, swimming, and soccer. BC is a province rich in sport and physical activity."

Stan Hagen,

Minister of Tourism Sport and the Arts

2008 BC Winter Games Opening Ceremony



CORPORATE PARTNERS



As a company, TELUS has shown great leadership in their funding of sport initiatives like the BC Games.

TELUS profiled their support of the BC Games as the Patron Corporate Partner of the Volunteer Appreciation event where over 3000 volunteers were treated to food and entertainment to thank them for their valuable contribution.

The *TELUS Future is Friendly Bursary* was awarded to Jamie Louise MacDonald from Fort St. James. The \$2000 bursary will help support Jamie in her speed skating training and competitions.



Jamie Louise Macdonald accepts the Telus Bursary from Kelly Mann, President and CEO, BC Games Society



Global BC provides inspiring coverage of the BC Games, reaching out to audiences around the province and promoting the opportunity for athletes, coaches, and volunteers to *Unleash their Potential*. In the month of February, over 800,000 viewers saw BC Games advertisements which translates to a value of \$121,000. Sports Anchor, Jay Janower, brought his enthusiasm for amateur sport to the BC Winter Games and was busy interviewing and covering BC's best developing athletes for Global News programs.



Cross Country Skiing athlete, Spencer Jackson (Salmon Arm) interviewed by Jay Janower, Global BC at the 2008 BC Winter Games

CORPORATE PARTNERS



Since 1988, Air Canada Jazz has been flying athletes and coaches from across BC to attend the BC Games. For many athletes, it is a highlight to travel to the Games on an Air Canada Jazz charter aircraft. For Stephen Cook, a curling athlete from Kitimat, his Air Canada Jazz experience was unforgettable. Not only did Stephen get to travel to the Games on Air Canada Jazz, he was the lucky winner at the Opening Ceremony of airfare for two to Los Angeles.



Stephen Cook (Kitimat) accepts Air Canada Jazz tickets from Graeme Roberts, Community Ambassador, Air Canada Jazz



BC Lottery Corporation and SportsFunder began their involvement as a Corporate Partner at the Kamloops 2006 BC Summer Games. SportsFunder lottery games are dedicated to supporting amateur sport in BC by helping athletes and coaches as they strive for excellence and pursue their dreams. To date, SportsFunder has raised \$4.1 million for amateur sports programs in every corner of the province. The Board of Directors and Volunteer Host uniforms proudly displayed the SportsFunder brand at the BC Winter Games.



2008 BC Winter Games Hosts, Donna Baldwin, Judy Boucher, Sandy Beaudin



BC Games Society

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Unleash your potential.

www.bcgames.org