



**2006 - 2007**

**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

## **Message from Stan Hagen Minister of Tourism, Sport and the Arts**

This year marks the 30th anniversary of the BC Games Society and with it comes another year filled with athletic achievement, community spirit and high quality events.

From the beginning, the BC Games Society has focused on sport and volunteer development, and has enriched many lives and united many communities in the process. Since 1978, the BC Summer Games have offered a unique opportunity for athletic competition, friendship and cultural exchange. They are a stepping-stone for our athletes – many of whom will go on to compete at national and international levels. For some it is the beginning of a journey that will one day lead to an Olympic Medal.

The BC Summer Games are a chance for communities around the province to host a first class event, support and enlist volunteers and contribute to the development of their economy. The result of hosting the BC Summer Games is so positive, that many of the host communities look forward to their next opportunity to take part in the Games.

As Minister for Tourism, Sport and the Arts I would like to thank all of the volunteers, businesses and communities for making all of this year's Games a success. I would also like to thank the BC Games board members and staff, corporate sponsors as well as provincial and local sport organizations for your ongoing support of the BC Games.

Your spirit will ensure the continued success of sport in British Columbia.

Sincerely,



Stan Hagen  
Minister of Tourism, Sport and the Arts



# A MESSAGE FROM: CO-CHAIRS

On December 13, 2006, the BC Games Society marked a wonderful milestone with the opening of our exhibit at the BC Sports Hall of Fame and Museum at Vancouver's BC Place Stadium. It was significant for the BC Winter and BC Summer Games because as an entity, which by nature, moves around the province, it is important for us to tell our story to those who may not reside in any of our BC Games host cities.

The BC Winter and BC Summer Games are more than four days of athletic excellence and community engagement. The Games provide an incentive for youth to become involved in sport, they challenge coaches to hone their craft, and they move thousands of volunteers toward a common goal rarely seen in a community. Further still, the BC Games become a catalyst for cooperative engagement among towns and municipalities, while pulling together the corporate and business community to invest in an event which consistently leaves a financial legacy to the growth of sport and community.

This past fiscal year saw the BC Games Society manage Games in Kamloops, Abbotsford, and Fort St. John. It was one of our "quieter years" in terms of multiplicity of Games, but these Games still involved 6,998 participants and over 5,993 volunteers. Investments made in these Games in terms of operational grants amounted to \$760,000, while an additional \$245,681 cash and \$783,122 value-in-kind was generated to ably support the work of the volunteers.

In all three communities, the BC Games Society *Guidelines for the Host Community*, a comprehensive Games management plan involving tasks, timelines, samples and software, supported the volunteers. Discussions over the past few years yielded a sale of this transfer of knowledge program to the Sport Alliance of Ontario for use at their Ontario Games. The knowledge and expertise acquired by the BC Games Society since its inception has been instrumental to our overall achievements and consistency of Games' successes.

We gratefully acknowledge and thank the Province of BC, through the Ministry of Tourism, Sport and the Arts for their continued support and confidence in the work of the Board of Directors and staff. It is equally important that we also pay tribute to the communities that continually step up to host a BC Games; it is their commitment and spirit that becomes the heart of any BC Games. We look forward to continuing on the strength of our reputation, while using our role effectively to build capacity, increase awareness in sport issues, and increase the capacity of volunteer resources across the Province of British Columbia.



Wendy Ladner Beaudry and Tony Fiala.

# 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.

**“Leadership is practiced not so much in words as in attitude and actions.”**

Harold Geneen



**Wendy Ladner Beaudry**, Co-Chair, Vancouver

**Tony Fiala**, Co-Chair and Finance Committee, Williams Lake

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

**Scott Braley**, North Vancouver, 2010 Legacies Now Society

**June Parsons**, Sidney, BC Seniors Games Society <sup>(1)</sup>

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

**Anoop Sharma**, Vancouver, BC Disability Sports <sup>(2)</sup>

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

**George Kawaguchi**, Burnaby, Sport Committee <sup>(3)</sup>

**Bruce Johnson**, Penticton, Finance Committee

**Elsa McIntee**, Richmond, BC Seniors Games Society <sup>(4)</sup>

**Kimberly Gilhooly**, Vernon, Marketing and Communications Committee

**Marni Abbott-Peter**, Vancouver, Sport Committee

**Frank Lento**, Fernie, Chair, Sport Committee

**Jennifer Williams**, Duncan

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

**Dorothy Paul**, Brentwood Bay <sup>(5)</sup>

**Marion Lay**, Honourary Board Member

**Graeme Roberts**, Honourary Board Member

**Rogers Skillings**, Honourary Board Member

1. Term Began Oct 2006

2. Term Began Oct 2006

3. Term Expired Jan 2007

4. Term Expired Jul 2006

5. Term Began Jan 2007



*Unleash your potential.*







For the first time ever, Kamloops hosted the BC Summer Games, taking full advantage of their incredible sport facilities, including the newly opened Hillside Stadium. Having held the first ever BC Winter Games in 1979, Kamloops drew on its experience as the Tournament Capital of Canada, and hosted 3001 participants in 25 sports. 3246 volunteers hosted BC's rising stars in a weekend of athletic excellence.



Kamloops Mayor Terry Lake

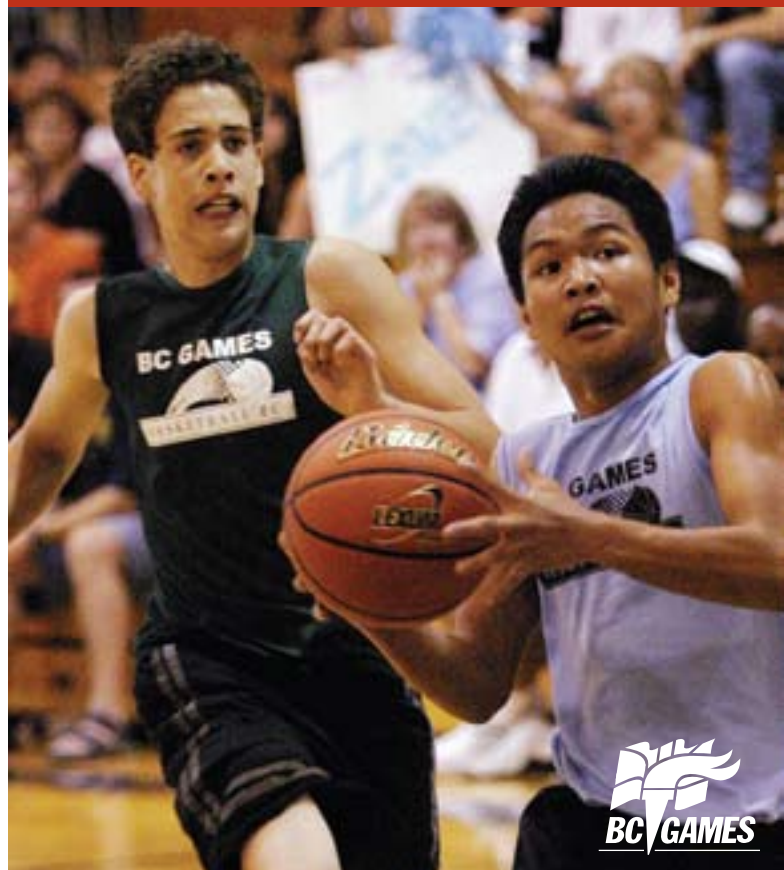
"The BC Summer Games prepared our daughters for being away from us while playing a sport. Before these Games, we were always there. They learned how to prepare themselves for a sporting event. In the past year, Breanne and Shaylyn have travelled without us to compete in Saskatoon and Holland; the BC Games helped prepare them for these trips." Sandy & Heather Crisp – parents, Victoria BC

Sandra Stevenson, President & CEO, Sport BC "Kamloops understands that there is a recipe that really involves engaging the community through events, but then ensuring there is a legacy from those events. They've got it right."

"The City of Kamloops believes in the power of sport. Every competitor here will remember this BC Games experience, and that experience will help them achieve their potential in all areas of their lives."

Mayor Terry Lake, Opening Ceremony

# It Takes Drive.



*Unleash your potential.*



# KAMLOOPS



74% of coaches achieved NCCP level 2 certification.

# KAMLOOPS

The BC Summer 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.



## Kamloops 2006 BC Summer Games Provincial Sport Organizations

BC Archery Association  
BC Athletics  
SportAbility  
BC Special Olympics  
BC Wheelchair Sports  
Baseball BC  
Basketball BC  
BC Diving  
Horse Council BC  
Field Hockey BC  
BC Golf Association  
BC Inline Hockey Association  
BC Lacrosse Association

BC Rhythmic Sportive Gymnastics Federation  
BC Rugby Union  
BC Sailing Association  
BC Target Sports Association  
Soccer BC  
Softball BC  
Synchro Swim BC  
Tennis BC  
BC Waterski and Wakeboard Association  
Triathlon BC  
Volleyball BC  
BC Water Polo Association  
BC Wrestling Association





# It Takes Stamina.

## TRU STEPS UP!

Thompson Rivers University encouraged staff members to volunteer for the Kamloops Games. Richard H. Barnsley, President and Vice Chancellor stated in a letter...

"Thompson Rivers University is pleased to assist with this important community event. Available staff members may assist with the BC Summer Games and TRU will consider this a regular paid day of work."

TRU was the heart of the Games as the Hillside Stadium was the site for the Opening Ceremony, Athletics and the cafeteria; the school can take great pride in their stellar hosting commitment.

"The BC Summer Games are a prestigious and important multi-sport event. We are the only province in Canada to have equestrian participation in a multi-sport event."

*Sarah Bradley, President, Horse Council BC*

"I believe this was one of the best BC Summer Games for our sport. The Games in Kamloops were a huge success, with more athletes competing than before, and volunteers and coaches stepping up along the way to ensure a successful event. Waterskiing is about athlete development and passion, and what better sport is there to be passionate about!"

*BC Waterski and Wakeboard Association,  
Shoreline Magazine, Fall 2006*



*Unleash your potential.*

# BC FAMILY OF GAMES

In 1994, the BC Games Society partnered with the Northern BC Winter Games, the BC Disability Games, and the BC Seniors Games to provide support and resources to

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**In advance of July 2007, staff worked with President Joyce Carlson, as she and her Board of Directors in Powell River began preparations for the BC Disability Games. These Games mark the first multi-sport Games for Powell River, and it is fitting that they will host these Games in such an accessible community.**

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each of these Games, with policy direction coming from the respective Boards of these three Games.

The Northern BC Winter Games and BC

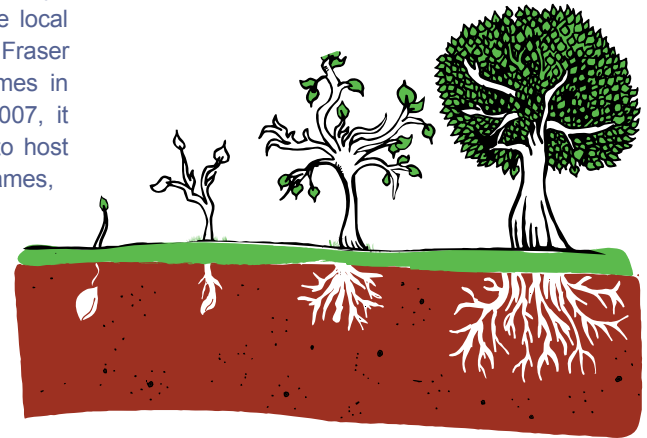
Seniors Games are an annual event with the BC Disability Games taking place in the odd calendar year.

This past August, the BC Seniors Games were held in Abbotsford. The 1288 volunteers hosted 2892 participants over the four days, spending \$958,000 in the local economy. This was the Fraser Valley city's third BC Games in four years. In February 2007, it was Fort St. John's turn to host the Northern BC Winter Games, having done so four previous times since

1975. 1098 participants returned to the Energetic City and were hosted by 863 volunteers. Economic impact related to Games hosting and participant spending was \$680,000.



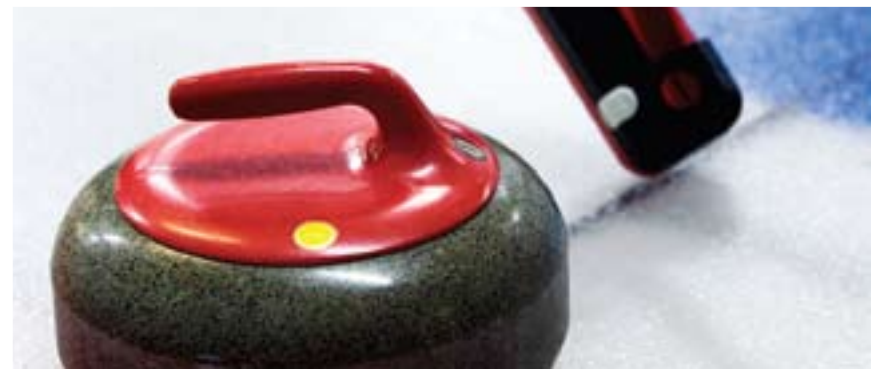
Investment of \$220,000 in the Northern BC Winter Games and BC Seniors Games resulted in direct returns to the two cities of \$1,638,000.



## It Takes Determination.



VANCOUVER-R



# SUCCESS

To paraphrase the purpose of the BC Games Society, *"it is to provide an opportunity for the development of athletes, in preparation for higher levels of competition which promotes, individual achievement."*

This past year, a BC Summer Games alumnus moved past her performance at the BC Summer Games, to achieve significant results in her sport of Triathlon.

**"I went on to set higher goals for myself. It was important for me to experience my first multi-sport Games as I move up the ranks and try to qualify for the Pan Am and Olympic Games. I owe a huge thank you to the BC Games Society and everyone involved."**

**Kirsten Sweetland, Nanaimo 2002 BC Summer Games, Pacific Sport National Centre member, 2006 World Junior Champion and 2007 Richards Bay ITU World Cup gold medalist**



The image shows a screenshot of a PacificSport Ticker article. On the left is a black and white photo of Kirsten Sweetland celebrating with her arms raised, wearing a triathlon singlet that says 'SWEETLAND CAN Alpine'. The headline reads 'Super Sweetland!'. The article text congratulates her as the youngest ever Canadian to win an International Triathlon Union World Cup. A 'Career Highlights' box lists her achievements: 2007 Richards Bay ITU World Cup - Gold, 2006 World Ju Canadian BC Junior #2 International Ranking, 2004 Pan Am, and 2002 BC Sumo. The article also includes a quote from her about her surprise at winning. At the bottom of the page are various logos including Canada, Pacific Sport, CH, BALANDERS SUBARU, GILBERT, and TRIATHLON FOODS.

**PacificSport Ticker**  
www.pacificsport.com

## Super Sweetland!

PacificSport congratulates Kirsten Sweetland, the youngest ever Canadian to win an International Triathlon Union World Cup!

This season has been a superb one so far for Kirsten, her first year in the senior ranks. Her win last weekend, the Richards Bay BC Triathlon World Cup in South Africa, saw her crossing the line a full 15 seconds better than her closest rival, a 2000 Olympic bronze medalist.

"I really wasn't expecting this," Sweetland admitted, after winning her first World Cup race. "I'm just on Cloud 9 right now. I can't believe it."

**Career Highlights**

- 2007 Richards Bay ITU World Cup - Gold
- Liabon ITU World Cup - 2nd
- #2 International Ranking
- 2006 World Ju Canadian BC Junior
- 2004 Pan Am
- 2002 BC Sumo

For more on Kirsten registered with P  
www.pacificsp

## It Takes Teamwork.

"The BC Summer and BC Winter Games provide the first multi-sport Games experience for BC's youth. As they represent their region, some of them are progressing along a pathway to representing Canada at events like the Olympic and Paralympic Games. The importance of this BC Games experience cannot be overstated; they travel, live, eat and are part of a team larger than themselves and their sport, receiving valuable lessons for their athletic futures."

Roger Skillings, CEO,  
Canadian Sport Centre Pacific.





# SUCCESS



*Unleash your potential.*



- Justin Morneau became the first Canadian baseball player to win the American league's Most Valuable Player. Morneau, of New Westminster competed at the Burnaby 1997 BC Summer Games.
- Jamie Hyslop, Diving, a Victoria 2000 BC Summer Games silver medalist, now enjoying a success on the boards at the University of Arkansas.
- Jeff Francis is hardly a stranger to those who follow baseball. Jeff was the winning pitcher in the gold medal game at the Burnaby 1997 BC Summer Games and currently pitches for the Colorado Rockies after being picked in the first round of the MLB entry draft.
- Kiara Bisaro, now part of the successful Pacific Sport National Training Centre in Cycling. Kiara competed in the 2004 Athens Olympics, won a silver medal at the 2003 Pan Am Games, and came fifth at the 2002 Commonwealth Games. Kiara was a triple medal winner at the Trail-Castlegar 1996 BC Summer Games.



# HALL OF FAME



Minister Hagen



Hall of Fame Chair Dann Konkin  
opens the exhibit with Minister Hagen  
and The Hon. Wm. Bennett

With scores of sport and recreation professionals in the gallery, the ribbon was cut on the BC Games Society exhibit in the BC Sports Hall of Fame and Museum. “Building Communities Celebrating the BC Winter and BC Summer Games” showcases the impact and reach the BC Winter and BC Summer Games have had on the province and the sport system since their inception in 1978.

It was former BC Premier, the Honourable William Bennett who brought the idea of a multi-sport event to BC.

“I was immediately supportive of the Games concept as I knew such an event would bring all parts of BC together, large and small communities, Paralympians, athletes, their coaches and supporters and the vast number of volunteers from each host community, all of whom were key to the success of the Games.”

Minister Hagen also acknowledged three key supporters of the BC Games, when he made them Honourary Board members of the BC Games Society; former Co-Chair, Marion Lay, long time Air Canada Jazz representative, Graeme Roberts, and former BC Games President Roger Skillings were honoured during the event in Vancouver.

# VOLUNTEERS VITAL TO OUR SUCCESS

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**1 Volunteer** = Average 40 Hours of Commitment <sup>1</sup>

**1 Hour** = \$10

**Kamloops Volunteers** = 3246

**3246** x (40 Hours @ \$10 per hour) = \$1.2 million

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<sup>1</sup> based on a Greater Trail 2006 BC Winter Games Volunteer Study

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## It Takes Desire.



*Unleash your potential.*

# ADVANCING THE INVESTMENT

During the initial days of the public consultation process, which ultimately led to the National Sport Policy, then federal Sport Minister, Denis Codere stated, "Sport is an investment, not an expense." The BC Summer Games are an opportunity for communities to collaborate, initiate strategies, and build relationships that bring added value to the significant investment being made by the provincial government through the BC Games Society.



# ADVANCING THE INVESTMENT

## GAMES MATH 101

$$\begin{array}{|c|} \hline \text{BC GAMES SOCIETY} \\ \text{INVESTMENT} \\ \$600,000 \\ \hline \end{array} + \begin{array}{|c|} \hline \text{COMMUNITY} \\ \text{INVESTMENT} \\ \$363,061 \\ \hline \end{array} + \begin{array}{|c|} \hline \text{GAMES} \\ \text{LEGACY} \\ \$101,576 \\ \hline \end{array} = \begin{array}{|c|} \hline \text{DIRECT} \\ \text{ECONOMIC} \\ \text{IMPACT} \\ \$2.2 \text{ Million} \\ \hline \end{array}$$

3001  
PARTICIPANTS

+

3035  
VOLUNTEERS

# ADDING VALUE

By forming strategic alliances with our multi-sport Games partners, the BC Games are able to offer educational and informational opportunities.

Through Memorandums of Understanding, the BC Games Society has partnered with:

- SportMedBC to provide education and training on sport injury and assessment, sport nutrition, and drugs and sport.
- Aboriginal Sports and Recreation Association of BC to increase awareness of opportunities for the aboriginal population, while collecting statistics related to participation rates in the BC Games.
- BC Sports Hall of Fame and Museum to showcase young athletes, coaches and officials.
- BC Athlete Voice to ensure all athletes are aware of their rights and opportunities within the provincial sport system.
- Coaches Association of BC to assist sport organizations teach and certify their BC Games coaches to the required NCCP level 2.
- ProMOTION Plus to continue to ensure gender equity in policies related to athletes and coaches while collecting statistics on female participation rates.
- 2010 Legacies Now to provide community access to SportFit.
- Sport BC to bring the Power of Sport Tour to Games communities and help create KidSport chapters.
- PacificSport BC to give BC Winter and BC Summer Games athletes access to PacificSport educational and training materials.



# ADDING VALUE



In Kamloops, ProMOTION Plus and the CABC led a coach's forum, which was attended by 75 individuals, each leaving with a greater insight into the challenges and opportunities associated with coaching at a provincial or national level.



With Sport BC, the BC Games Society leads harassment-training workshops in each of our BC Games communities. This past year, an additional 17 officers were trained as Harassment Advisors. This figure represents 100% of all newly trained advisors over the past 12 months; a recognized and valuable legacy for the sport system of British Columbia.



The Greater Trail 2006 BC Winter Games realized a financial legacy of \$69,864. This investment will receive matching grants over the next two years, which will mean an endowment of \$139,728 will be invested in sport and recreation across the region for many years to come.

# It Takes Courage.



*Unleash your potential.*



*Unleash your potential.*





# CORPORATE PARTNERS

The BC Games Society takes great pride in our association with three outstanding Corporate Partners. Their commitment to excellence and to community assists us greatly in our efforts around the province.



As a company, TELUS has shown great leadership and vision in their funding of many undertakings in BC and Alberta. It stems from their understanding of the importance of employee involvement at many levels, and the BC Games are no exception. TELUS staff assist in the many aspects of telecommunications prior to and at Games time. Additionally their financial support of the Games is profiled through the TELUS "The Future is Friendly" Bursary and their support of the Volunteer Appreciation Event. The \$2000 TELUS bursary goes to a deserving athlete to help them fulfill their sport ambitions.



The BC Summer Games are known around the province thanks to our long-standing partners at Global BC. Providing coverage of athletes and coaches, and of the work done by the volunteers to a collective audience of 1.39 million, means that inspirational stories are being shared about the BC Games. BC Games advertisements aired 155 times over two time periods to help attract young people to choose a sport and get involved, while profiling the communities readying to host. That airtime had a value of \$113,000. Global's meteorologist Mark Madrega, returned home to Kamloops to emcee the 2006 BC Summer Games.



Since 1988, Jazz has been flying athletes and coaches across BC to attend BC Games. For many athletes, their introduction to BC Games is by flying on a Jazz charter, and for BC Games staff, the province shrinks considerably as they travel on Jazz to work with the many communities hosting BC Games.



## **BC Games Society**

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*Unleash your potential.*

[www.bcgames.org](http://www.bcgames.org)