

6. Re: 1973 Canada Summer Games Society
Monthly Report

Following for your information is the report of the Executive Director covering the activities of the 1973 Canada Summer Games Society as of April 10, 1973.



new westminster, burnaby
 Our File No: AD-100-4B

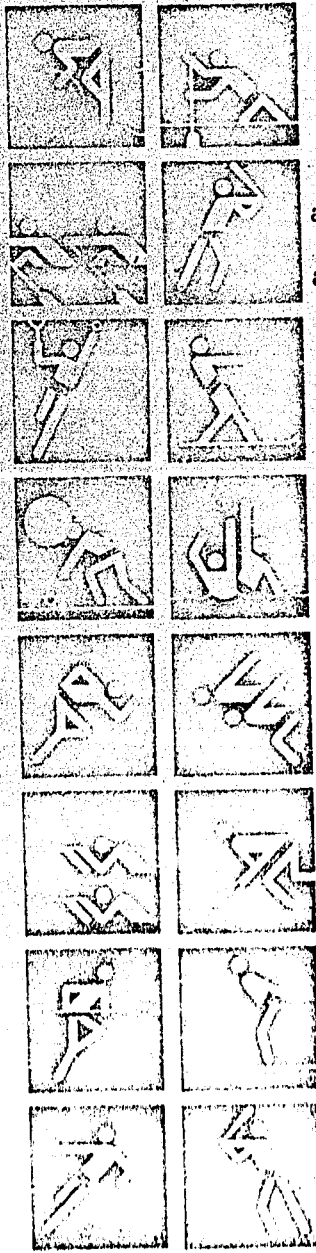
Date: April 10, 1973

Subject: Report No. 11

August 3rd to 12th

TO: BOARD OF DIRECTORS

FROM: D.D. Veitch
 Executive Director



I have the honour each month to submit for your approval, a two part report including general information and a request for ratification of specific motions.

I) Attached is the outline organization chart prepared in 1971 and subsequently submitted for your perusal and approval.

I am pleased to inform you that all of the suggested committees are actively working towards making the 1973 Canada Games a success. We will be adequately prepared for the visit to New Westminister and Burnaby by over 5,000 out-of-Province guests and many thousands of Lower Mainland people who will visit for the very first time, the many sites of competition in New Westminister and Burnaby.

No doubt you are often asked what has the Canada Games done for amateur sports in Canada to fulfill its primary objectives. I wish to advise you of the following: (in my view the foundation upon which Sport Canada's total program is built, is in fact the Canada Games.)

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MANAGER'S REPORT NO. 29

COUNCIL MEETING Apr. 16/73

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The Canada Games has stimulated enthusiasm throughout the country for amateur sports. Most Provinces are now conducting mini-Canada Games, both winter and summer, in their own Provinces under the authority, approval and assistance of the Municipal and Provincial Governments. The Provincial Games are operated in complete harmony with the Provincial Sport Governing organizations. Thousands of young Canadians, girls and boys, are enthusiastically involved. Now there is an opportunity to participate where before only the best had any hope to attend Regional, Provincial and National sports festivals. The Quebec Games, the Ontario Games, the Saskatchewan Games and other Provinces manage to stage their competitions in an environment comparable to what one would see in multi-sports events such as our 1973 Canada Games.

In full knowledge of the many publicized disputes between one part of Canada and another, it is gratifying to all concerned with the continued success of the Canada Games that every Province has indicated they will send Canadians to the 1973 Canada Games. Without question, new friends, new knowledge, better understanding among people from different parts of Canada will occur and help strengthen and encourage Canadian unity.

The Canada Games were the primary reason for the formation of many new sports associations. One specific example amongst hundreds of examples is the National development of Lacrosse. I was advised that very little Lacrosse was played in Nova Scotia or New Brunswick prior to the 1969 Canada Games. There are now over 40 Lacrosse Associations in the Maritimes.

As a result of the many meetings involving Canada Games planning, a Council of Provincial Directors has been formed. The benefits from this group can best be described as "infinite" or words to that effect.

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In all parts of Canada, the Canada Games have caused increased interest and participation in sports that were, and in some cases still are, in stages of development.

Without the Canada Games it is virtually impossible to envisage how thousands of Canadian athletes would ever get the opportunity to compete against higher calibre competition. The Canada Games are the vehicle for Federal, Provincial and Municipal authorities to properly unite, and with the private sector, help make it possible for Canadians to come together, to compete in the largest National Sports Festival in the world.

I suggest to you the degree of sophistication of the Canada Games can be such a controversial topic that it should be avoided where possible.

However, the 1973 Canada Games will be an opportunity for many sports interest groups to observe and hopefully illustrate that progress is being made in the development of amateur sport.

I have invited organizations such as the Canadian Coaches Association, Canadian Sports Medicine Association, Canadian Trainer's Association, Sport Technical Directors and others to come to New Westminster and Burnaby to observe, participate and comment.

The 1973 Canada Games are a tremendous opportunity for these organizations to evaluate progress, appraise training methods and ultimately help the future development of amateur sport which can lead to the higher degree of sophistication on more appropriate occasions.

I think many local clubs such as the Canadian Dolphins Swimming Club are outstanding World class organizations. But, not all cities or communities have this kind of organized, dedicated, talented and involved people. The idea of the Canada Games is a wonderful concept because it goes beyond the local sections. Many less fortunate Canadian athletes at this point only find the incentive to

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improve to a point where they may represent their country. Call it a sense of National pride or "flag waving" if you will, but speaking personally, I am for more of it by Canadians and therefore I am a confirmed believer in the value of the Canada Games.

The Canada Games I saw in Saskatchewan and the Canada Games I have experienced in the past 24 months, appear to be conducive to developing a spirit of fun, team spirit with an ongoing sense of fairness and good judgement, for the competitors.

In my view, the Provincial Directors are the essential element that creates this "spirit." (I trust no one misconstrues that opinion to be a criticism of Sport Canada or Sport Federations or Sport Associations.)

The Organizing Committee of the 1973 Canada Games has almost completed one primary objective of the Canada Games and that is to leave a legacy of new and improved facilities in the communities. The Canada Games Pool is finished and is already operating as a recreational sport facility for thousands of people. The Canada Games Rowing and Canoeing facility, track and field training center, shooting range, center for field hockey, floodlighting for baseball, softball and bowling will be ready for the Games and ready for use by many sports and recreation groups long after the Canada Games are over.

It is interesting to know that publicized Federal Government funding for sport and recreation facilities heretofore had only existed as a result of the Canada Games. Provincial Government funding of sport and recreational facilities heretofore only has existed in less than 50% of the 12 areas of Canada. It may be coincidental, but the Canada Games surely can take partial credit for the many recent changes re funding sports facilities in various parts of Canada. The incentive and funding necessary to get new and improved facilities is one reason why so many local areas want an opportunity to host Canada Games.

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It is for this one reason alone that you can properly state that the Canada Games have done much for the development of Amateur Sports in Canada.

II) SPORTS COMMITTEES

(See Attached)

III) SPORT DEMONSTRATION PROGRAM, BURNABY & NEW WESTMINSTER.

Note: Presentation to be made; letter going forward asking for approval.

Sport Canada with the co-operation of the Canada Games Committee and the Departments of Recreation and Education in the municipalities of Burnaby and New Westminister B.C. will co-sponsor a pilot program in demonstrating the use of Canada Games facilities and in the promoting of Canada Games Sport Activities.

The Summer Games 73 Program is aimed at making the young people in these municipalities more aware of the Canada Games Facilities that will be left after this great Sport Festival. In order to carry out this objective Sport Canada will work with the Departments of Recreation and Education Sports Programs. Special demonstrations and programs will be provided at Canada Games Sites prior to the Canada Games.

Sport Canada personnel will not only have various activities at Canada Games sites during July, but will also go out to the playgrounds and gymnasiums to help young people become aware of the Canada Games Activities. It is hoped through Summer Sport 73 that the youth in these communities will not only be entertained by the Canada Games, but will also gain an appreciation of Sport by participating in Canada Games Activities.

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PERSONNEL

Support Service:

1. As a liaison with Sport Organizations within the communities Mr. Denny Veitch Executive Director of Canada Games has pledged his support with organization and publicity by providing Sport Canada with office space in his headquarters and the use of a secretary.
2. Burnaby and New Westminister Recreation Departments have been approached requesting that they lend Sport Canada a part-time coordinator to help in the initial stages in the planning of the program, and to support Sport Canada with publicity and the use of their facilities.
3. Representatives will be working within the Canada Games Organization and with the Municipal Department in Burnaby and New Westminister.
4. An assistant in the Sport Canada office in Ottawa would be required to assist with bookkeeping and gathering Public Relation information and evaluation.
5. (Timing)
May 1 -- June 30 --- promotion in schools, Recreation program with:
 - Sport talks and demonstrations
 - Films
July 1 - Aug. 3 ---- Demonstration and sport talks at playgrounds and Canada Games Facilities.

Aug. 3 - Aug. 15---- Demonstration at playgrounds and with sports Caravan.

IV) THE OBJECTIVES OF SUMMER SPORT 73 ARE:

1. To have young people in Burnaby and New Westminister discover and experience participation and sportsmanship in a Canada Games Sport Activities Program.

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2. To provide ready access to equipment and sport facilities of the Canada Games sites; and as circumstances dictate, to assist the participants.
3. To influence a change in the attitudes of young people towards participation in physical activities and provide guidance to those who desire to be challenged through involvement in a structured program.
4. To provide summer employment opportunities for young men and women.
5. To secure the active support and involvement of local sports and recreation bodies. It is anticipated that many local experts would be willing to provide demonstrations or instructions to interested individuals.

V) RESUME:

Summer Sport 73 involves taking Canada Games sport activities to youths in Burnaby and New Westminister. The primary purpose of Summer Sport 73 is to stimulate involvement in sport activities through person-to-person contact with Canadians to create a greater awareness of the values of sport and physical cultural activities by Canadian youth. For several of these reasons, young people see a large void in physical activities for them. It appears too often that attention is given only to those who had the opportunity to show exceptional capabilities by early adolescence. It is into this void that the proposed Summer 73 activity would be directed.

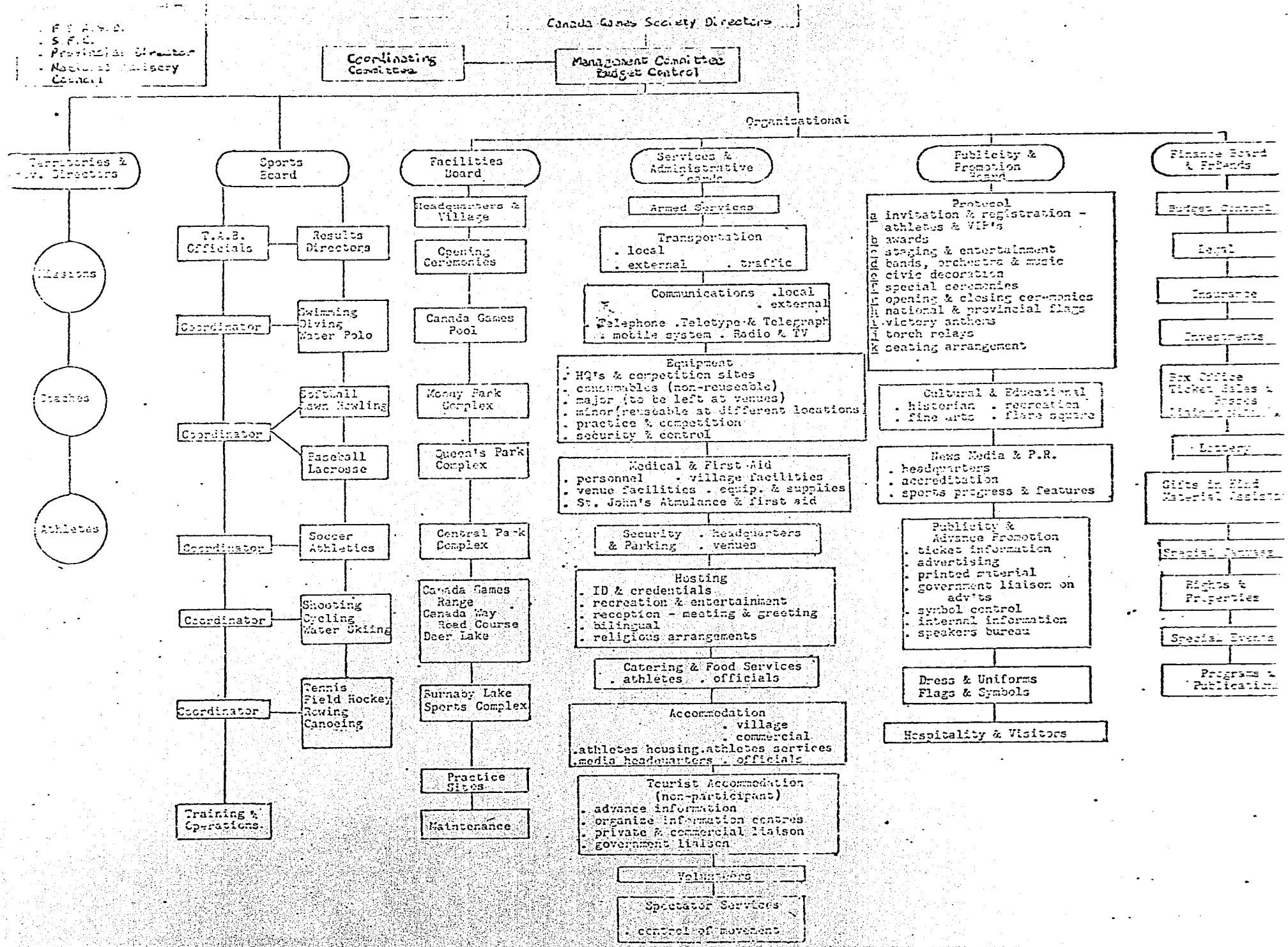
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There are those who argue that the lack of regulation facilities is another contributing factor for youths' lack of interest in sport participation; but the availability of facilities does not necessarily guarantee either participation in sport programs or opportunities for becoming acquainted with the various sports activities at the community or neighbourhood level. Teenagers are often turned off by sterile and over-structured programs operated by remote control. Consequently, many young people are insisting on determining their own kind of activity or, if no appealing activity is available, as in many cases, they simply do nothing.

In the proposed Sport 73 Program natural outdoor facilities would be used to their maximum possible extent. A large number of sports can be introduced, learned and trained for in a grass area as well as in a gymnasium. These include a wide number of activities such as track and field, cycling, fencing, soccer, gymnastics, field hockey, weightlifting, European handball, judo, wrestling, volleyball, shooting and archery events. Aquatic activities can be performed in man-made and natural facilities. The water sports of swimming, diving, and water polo can be introduced and carried out both indoors and outdoors.

Summer Sport 73 would be flexible in that opportunities for sports participation would be available on playgrounds, sport centres, Canada Games venues, parks and also in areas where teenagers gather and visit such as drop-in centres, youth hostels, and aquatic recreation areas. The appropriate scheduling of activities will be carefully considered. Present trends indicate that sport programs should be made available on evenings and weekends. Periods of time seem to be more conducive to the current life styles of young people. Involvement is possible in many activities simply by making the equipment available to young people. Some activities such as shooting, would necessitate special programs due to the nature of the event; other sports such as rowing and canoeing require special equipment and venue.



FILE 6
 MANAGER'S REPORT NO. 29
 COUNCIL MEETING Apr. 16/73

1973 CANADA SUMMER GAMES SOCIETY NEW WESTMINSTER - BURNABY

CAPITAL OPERATING REQUIREMENTS

PREPARED - FEBRUARY 28, 1973

Capital Project Requirements

Burnaby Lake	\$ 350,000
Dredging	464,561
Buildings and bleachers	158,797
Course requirements	<u>973,358</u>
	125,000
Burnaby Swangard Stadium	750,000
New Westminster Pool	
Moody Park, Queen's Park, and Queen's Park Arena lighting	125,000
Tennis courts	20,845
Tennis courts - bleachers and portable buildings	10,500
Deer Lake	19,500
Miscellaneous improvements	29,000
Contingency	<u>20,000</u>
	<u>\$ 2,073,203</u>