

6. Re: 1973 Canada Summer Games Society  
Monthly Report

ITEM 6  
MANAGER'S REPORT NO. 47  
COUNCIL MEETING June 25/73

Following for your information is the report of the Executive Director covering the activities of the 1973 Canada Summer Games Society as of June 19, 1973.

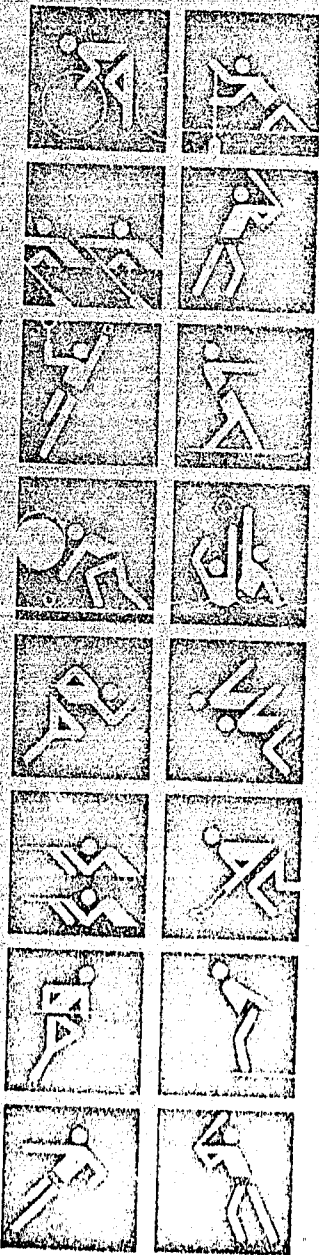
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August 3rd to 12th



TO: BOARD OF DIRECTORS  
FROM: D.D. Veitch  
Executive Director

Our File No: AD-100-4B  
Date: June 19, 1973  
Subject: Report No. 12



I have the honour each month to submit a two part report to the Board of Directors on behalf of the many committees involved in the 1973 Canada Summer Games. This report presents to you a composite report on a huge effort by many hundreds of people on behalf of the development of amateur sport and on behalf of the pride and prestige of the two host communities, New Westminister and Burnaby.

On June 13 the President of the Society, the Mayor of New Westminister and the Acting Mayor of Burnaby, visited Ottawa to participate in the lighting of the Canada Games Torch. This ceremony signified the beginning of a Cross Canada tour by Canada Games representatives that will focus attention on New Westminister and Burnaby. The torch arrives in New Westminister Friday night August 3, at Queen's Park for the official opening Ceremonies where 2,000 athletes and officials will help declare "Let the 1973 Canada Games Commence."

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June 15/73 c.c. Mgmt. Committee/Board of Directors  
June 20/73 c.c. New Westminister Council/Burnaby Council,  
Prov. Directors/Chef-de-Mission/J. Andrews,  
Staff/ B. McCafferty

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Recently, Mr. Ramsell, the President of the Society and Mr. Merv Ferguson, Technical Director for the Society, held meetings with each sport Committee Chairman. Distributed check lists and reviewed the previous operational charts. They have covered the entire Games operation to ensure that each Sport Committee Chairman has a general outline of not only his own responsibilities, but the responsibilities of others. In the next week Mr. Ramsell and Mr. Ferguson will meet individually with the Administrative Committee Chairmen.

I have assigned a young student who is on loan to us from Sport Canada, to attend each of the briefing meetings. He will provide summaries of the meetings held by Mr. Ramsell and Mr. Ferguson. The multitude of criticisms or comments arising from these meetings, have been passed on to the appropriate administrative committee or staff person. Upon completion of all briefing meetings, it is anticipated that each Sports Committee will again meet with various Board Directors and staff members again on an individual basis. Upon completion of this second individual briefing session per sport per administrative committee, it is anticipated we will have another "general" meeting with everyone to review last minute details. It is planned that this collective meeting of all committees will be held at the New Westminster Senior Secondary School. It will provide one last opportunity to ensure all lines of communication and services between committees are fully understood.

The members of the Management Committee including:  
G.W. Ramsell, Chairman, W.R. Clark, J.M. Croft, J.E. Edmondson,  
M.E. Ferguson, M.J. Hughes, H.K. Maddison, D.D. Veitch, I.A. Howard,

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D.A. Manning, L.J. Wallace, M.J. Shelley, continue to meet every Friday morning for a minimum of two hours. The Management meetings allow for a final approval on all elements; athletes, results facilities, administration, publicity, promotion, scoreboards, awards, grounds maintenance, technical equipment, bilingual, officiating, financial matters, etc. The Management Committee will make a final move from B.C.I.T. and Willingdon School to New Westminster Secondary School where it is planned all persons involved in the Canada Games can be located and where everyone can obtain the latest information.

The office staff will move from Willingdon School to New Westminster Secondary School on July 9, 1973. This will ensure that communication with and between all members of the organization can be operated from the proposed operation centre. The Military and Militia support force will move in to the self contained Willingdon School premises the first week in July.

There has been extensive use of memos, visual aids reminders and wall charts to try and keep all individuals and chairmen as up-to-date as possible about the progress on the development of the total Games. We are at a position now, where we have a very critical eye on the budget as well as a critical eye on the time available. I believe the structure is such that Executive decisions can be made and resources are available to ensure the success of the Games where additional expenditures or additional labour must be obtained.

The Equipment Committee, has been doing a fantastic job. With the assistance of staff courtesy the LIP grant and the SUMMER STUDENT program, our Equipment Manager, has been accepting

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delivery of all sports and administrative equipment. There is a constant follow-up to ensure the necessary expediting is made. There have been some minor customs problems associated with canoes, but generally there is ample time for delivery of the balance of our requirements. The transportation problem associated with the delivery of canoes and rowing shells is still to be completely resolved. Special arrangements have been made for equipment transportation to assist the individual sports committees beyond the normal working hours. The equipment committee has ensured that the Technical Advisors per sport have given official approval to the sports equipment. The procedures are set up in such a way that if equipment is not in accordance with our order or has some faults, then a request by telephone or writing is made to the supplier within a 24 hour period. A close working relationship is maintained with the Sports suppliers who can assist us if last minute minor modifications are required. The Equipment Committee has been advised of a policy whereby no Sports organization will be allowed to use any Canada Games equipment in advance of the Games either for practice or local eliminations. The purpose of the policy is to negate loss, damage, and public relations problems associated with other Provinces not having the same advantage to use this equipment.

Normal accounting and storage procedures have been used; however, there is a major problem for storage of all sports administrative and accommodation equipment immediately the Games conclude. Tentative arrangements have been made for use of free

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space at the old Jericho Air Force base, New Westminster may allow us additional space in the Arenex.

External transportation under the direction of Air Canada, has faced many major problems. Changes of teams by Province/Territory happen weekly. All information has been computerized and last minute adjustments can be provided for. A computer will be brought into the Operations Headquarter. It will be available on a 24 hour basis under the direct supervision of Air Canada employees. In these times of top security, how do you handle rifles and ammunition, long oars the paddlers require, personal sporting equipment that athletes prefer to use, javellins, racing bicycles, etc? The Provincial Directors feel that any athlete wishing to arrive earlier than planned or depart later than planned, will be required to pay the additional stop-over charges and be required to submit a detailed presentation for permission before approval is granted. It is further agreed that no cash will be give in exchange for economy air fare refused by athletes wishing to drive to the coast. We have made it possible to give each Province an increase in the number of pickup points; thereby making it easier and cheaper for them to transport athletes to British Columbia.

Our local Transportation Committee has a huge task and have recently received approval for use of full-time dispatchers. The Transportation Committee all during the Games will be at the Village to supervise the use of loaned automobiles, busses, taxis, military equipment, etc. This area of the Canada Games presents a problem. For various reasons it is difficult to implement a total system rehearsal either on a blackboard or a

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a real rehearsal on the highways. It is difficult to envisage the many unexpected problems that could arise and if we are to be completely flexible and capable of adapting to any situation, then our local transportation committee must stage a real rehearsal -- particularly at rush hour time. There are implications of time and space that can only be assessed by using vehicles and actual Games people covering the exact routes and distances to be used during the Canada Games. You can understand the possibility of incidences affected by a large crowd in the Burnaby Lake Sports complex area. The crowded area could require route diversions and affect a total traffic pattern particularly on mid-week days.

Mal Hughes, assisted by Doug Manning, Mel Shelley, Ken Winslade, Gordon Squire, Rich Schmid and many others, have been doing a detailed approach to the preparation of all competition sites. The Canada Games pool is almost ready for the competition. There is a strong feeling that the Pool's PA system is inadequate, and a strong feeling that Spectator Services will be difficult to control unless the three aquatic sports coordinate their efforts.

The Burnaby Lake Sports Complex is nearing completion, with the final installation of equipment on Burnaby Lake for the rowing and canoeing events to take place July 15.

The courts for the tennis tournament are ready. The public have enjoyed the use of these "plexipaved" courts for two seasons. One major disappointment is the news that the Tennis Clubhouse will not be completed in time for the Games.

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The staff of the Municipalities have done an excellent job on behalf of the Sports Committees.

The new Field Hockey grounds are a lush green only waiting for the tournament to begin.

For both rowing and canoeing, we continue to hear expressions of concern about the inadequacy for boat storage. The equipment control area is adequate for the Games. In future years it is hoped that cooperation will be given to the Municipality by other levels of Government so one day there will be an appropriate shell storage facility capable of handling larger National and International regattas.

The Track & Field training centre is nearing completion. The rubberized asphalt track was laid down this week. The layout and line markings will be done in June. There are some unanticipated problems with minor settling of the infield. Due to a shortage of funds we could not provide a coloured track much preferred over the normal black asphalt.

Facilities for the Soccer tournament at the Junior stadium will be first class. Mercer Stadium is the backup Soccer facility. I am investigating the possibility of another alternative stadium in case of inclement weather.

Work on Deer Lake for the Water Skiing tournament will begin in July. The Parks & Recreation staff are responsible for site layout and preparation.

The lights for Baseball, Softball and Lacrosse have been installed in New Westminster, Queen's Park and Moody Park.

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The Lawn Bowlers have applied to the Society for additional funds for materials to improve their Clubhouse. The Society will no doubt assist the Lawn Bowlers if funds are not available from the New Horizons grant - a decision expected this week.

The Protocol Committee has extended invitations, requested replies, and made appropriate reservations for important personnel who will participate in the various official ceremonies of the Games.

The musical requirements of the Games are under the direction of Kerry Turner. He has been very active in organizing bands, orchestras and obtaining musical arrangements.

Civic decorations are under the direction of Sev Morin. He has arranged for installation of the countdown signs. He is making arrangements for a special Canada Games package to be sold to merchants throughout Burnaby and New Westminster. The packages include decals for office stores, flags for buildings, bumper stickers for automobiles, and other promotional items. The Ceremonial Committee has been actively preparing detailed plans for the opening and closing ceremonies.

The Awards Ceremonies Committees under John Waters have held one general rehearsal and are planning more.

We have National & Provincial flags. Arrangements have been made with a National flag manufacturer to sell the Games flags Nationally and locally. An appropriate commission is going back to the Society.

Seating arrangements for important persons have been coordinated with the Box Office Committee.

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Paul Roth, Andy Andrews, Don Basham and others, have been conducting a year long series of clinics at Douglas College to help train officials for Track & Field, Water Skiing & other sports. Approximately 1,000 "referees" and 500 "juniors" are needed.

With financial help of the Fitness Fund of British Columbia, we have been able to pioneer some new instructional films such as the technical film developed for Water Skiing.

Arrangements for news media reps, accreditation procedures, headquarters arrangements, sports page features and other news features have been organized. There is a deep rooted problem with people of the media wherein the word "amateur" has a connotation of minor sports. For the future good of sport, the National team planning for Tournaments like ours must be publicized.

Brochures for ticket information, souvenir albums, daily sports newspaper, individual sports events programs, Government assistance on advertising, control of our official Games logo, internal newsletters, extensive use of the speaker's bureau, all have been worked upon by people associated with Mr. Bill Hughes, Publicity and Promotion Board.

Sales of the official uniform has been arranged with T. Eaton Co. T-Shirts will be utilized by some officials as certified operating dress. Regalia has been purchased to decorate all of the competition sites.

Subject to approval of \$131,000 matching grant from the Federal Government, & despite inflationary trends during the last two years and despite the Society doing far more than they were required to do in an all out effort to fulfill the Games objectives we shouldn't exceed the original forecasts of operating

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expenditures if sponsored by the Federal Government.

I am pleased to inform you that our Friends of the Games campaign has been very successful - donated materials amount to approximately \$100,000 in value.

Legal assistance and insurance coverage, have all been very carefully administered. The Society has raised funds from investing money; from additional Govt. grants; from sale of lottery tickets; from a Special Corporate canvass, all of which have proven highly successful.

Revenue from the sale of Rights & Properties never have been better for prior Canada Games but the Canada Games have not, up to this date, been a big marketing vehicle for the companies on the Canadian Sport scene. The Special Events Fund Raising has been minimal, but help has been received from Hockey Clubs and Service Clubs. Despite commitments to contracts and every effort possible, revenue from the publications is doubtful, it is at best a "break even" situation. The use of the official Canada Games Coin under the direction of the Royal City Society will generate dollars to the Society; and the cooperation of Canada Safeway in sponsoring our Opening Ceremonies and providing a kick-off promotion campaign to create advance ticket sales indicate we will meet our target for box office receipts; (which is very commendable because we have limited capacities at the venues.) It is deemed necessary to cooperate fully with C.B.C. in order for them to telecast a meaningful sports news package across the country. The time differences affect the more favourable times when you can begin sports events.

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The Technical Advisory Board and the Sports Board have asked each of our Sports Committees to stage rehearsals to take into consideration the total objective of the Canada Games, define who is in control of the competitions and who is in command (control) of the park or grand stand; define resources that are available for the operation centres, the timing and spacing of games or events, the desire of the Society to have special entertainment before, during and after events; the director of ceremonies be familiar with his duties and terminology; have backup announcers, make sure the meet director is sure of his people including all of the volunteers associated with the support services; how the sport Chairman coordinates his instructions and ensures the proper timing of the games and events; outline the channels of communications from the sport site to the operations centre at the High School and the communication and control of centres for results at the Press Headquarters.

The existing Sport Committee will indicate to us that it is difficult at this time to demand a final date of rehearsal by the individual sport committees. However, I am optimistic that a list of confirmed rehearsal dates will be available before July 1.

The Hosting Committee, the Protocol Committee and staff are constantly aware and are working on the problem of reconfirming invitations to athletes, V.I.P.'s and special guests. The Village will utilize a large registration system in the gymnasium. Polaroid identity cards will be used by athletes and officials working in the Village. Every effort

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is being made to ensure that athletes and V.I.P.'s will arrive in time and be at the appropriate place for their part in the Canada Games.

The Provincial Directors are aware of the need to maintain good will within the community and with the three levels of government who sponsor this event. Everything is being done to avoid wherever possible problems such as lack of notification or cancellation by an athlete, V.I.P. or team; to avoid change in numbers by sex; avoid change in the time of arrivals and departures; unauthorized use of long distance telephone calls; damages and theft (in effect, souvenir hunting); late or special meals; unwelcome and unplanned parties that would interfere with the Games Village.

An athlete's manual has been prepared to give the athletes information re the accommodation at the Village. Richie Schmid is continuously updating the total Games registration and advising the Hosting Committee, the Transportation Committee and the Housing Committees. The number of people coming to the Games will fluctuate right until the last day of the Games.

Our publications now include a daily newspaper produced by Sport Canada that will be distributed to the athletes, media, and officials at no cost. This paper will contain results, feature stories aggregate scoring, etc. Other publications include a rules manual, a Sport manual and an Athlete's manual. The Society recently approved a budget to underwrite the cost of producing a souvenir Games Album. Our staff is responsible for the format, covers, messages from political levels, photographs,

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Sports technical details, and general Games philosophy -- this in effect is the Society's program. I have made tentative arrangements with the B.C. Sports Federation to assist the Games by producing the individual daily events programs. The individual Event program is in effect the program of the sport's committees activities. These programs will have a standardized format, standardized covers, and supporting details applicable to their sport including messages, photographs and names, technical sport details on events, past records officials and new rules if any, the names and numbers of athletes by events, clubs, provinces, and their past performances, etc. This is a very time consuming and costly project that is beyond the resources of the Canada Games Society. Sponsorship has been very difficult to obtain. I have been reluctant to ask the individual Sport Committees to go out and seek advertising to cover the cost of same because it means a duplication of calls on normal advertisers that have already been contacted by our Friends of the Games. Further, as always happens, the more popular sports produce good programs and the less popular sports have no program at all. Therefore it is considered to the best interest of the Society to produce an appropriate type of daily event program for the benefit of the individual Sport Committee. It should be mentioned that our Sport Committees organize a tournament operated under national Sport governing rules and regulations; therefore it is incumbent upon them to acknowledge the national officials of that sport.

The results systems we plan to use are the equal of and better than any other results system used in a multi-sports festival in the history of Canada. Each sport requires a

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a different type of results form that is used at the actual site and then is transmitted by telecopier to the results centre for further transmittal to the media. The complicated results network can be seen on a visual chart in the Board room.

The Awards Committee has been endeavouring to obtain names of persons from each Sports Committee who will be responsible for the acceptance and checking of the individual medals. This is a major problem when you consider the requirements of track and field, swimming, diving, rowing and canoeing. Security and storage considerations for Medals of the Canada Games Society are under the direction of Bob Gillespie.

Recently a venue director was appointed for each Sport who would be responsible for activities inside and outside the competition sites. The venue director is required to list his requirements for traffic control, policing and various manpower requirements.

I am working closely with three young students who will be available to assist the sport venue directors during Games time. I have given several briefing sessions outlining how you handle the greatest problem which is the entry of unauthorized individuals and unauthorized personnel on the fields when the competitions take place. This aspect of the Games is difficult to enforce because of the variety of the Competition sites and in some cases the type of competition sites. (e.g. Water Skiing.) It is financially impossible to have normal gate patrol or outside - inside park security attendants. With the cooperation of the individual sport venue directors I am sure we will be able to maintain discipline with a high regard for the good will of athletes and spectators.

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The recent B.C. Festival of Sports allowed some of the Sports committees to hold checks at the competition sites. These checks allow us to know how much maintenance, administrative personnel and officials are required. Hopefully it helps indicate any additional items that may require a budget consideration. These preliminary competitions were handicapped because we did not have the electronic timing equipment and the proposed maintenance systems in action. Each Sport Committee should hold rehearsals including all of their personnel at the competition sites. If it is at all possible, they should be "live" competitions using the nearest level of competition to the Canada Games Event. The Track and Field Committee will request the Central Park Committee for permission to use the facilities on July 14, for a practical test of the competition site.

Most of the Sports and Administrative Committees are now meeting weekly, even daily. All committee meetings are confirmed in writing and by telephone. The bulk of the meetings are held at the New Westminster High School or at the Willingdon School. Each Committee Chairman has utilized the system of minutes that we proposed many months ago. This system has been of great value, particularly with the action column which identifies the task and the person responsible. All Committee Chairmen have been advised that we have complete files of minutes and correspondence available for their perusal at the Operations Headquarters.

The Communications Committee has not been able to give the individual Sports Committees cooperation allowing them to have rehearsals. The timing equipment, scoreboards, public address systems, radios and walkie-talkies are not completely available at this date. However, each of the Sport Committees have a liaison person

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with our Communications Committee and it is envisaged that rehearsals will be held in July, utilizing the actual people who will be using the equipment during the competitions. This is particularly important for the use of extension speakers, microphones, radios, walkie-talkies, and the Society's telephone network.

The final times of events have been carefully detailed in discussions with the various Sports Committees. Problems of television, problems of staging to create greater spectator interest and alternatives in case of inclement weather have also been taken into consideration. A major difficulty is the change in participation in various sports by the individual provinces and territories.

In future I recommend that if at all possible that all entries/sport/event should be in the hands of the Organizing Committee at least 90 days prior to the competitions.

The Officials Committee has appealed to each of our Sports Committees to have rehearsals for their judges and officials. These officials must be familiar with the communications on the field, with recorders, public address announcers and scoreboards. Officials should be familiar with the new equipment, such as the photo-sprint cameras which we propose to use, and the electronic scoreboard at the swimming pool. Normally, the officials are closely related with the ceremonial requirements in order to keep the various events on time. The Officials Committee must be aware of the Awards Ceremony, placing and removing of equipment, maintenance and lining of fields, scoreboards, other visual aids, approval of the equipment being used, and persons responsible with the issuing and control of equipment. The Society has purchased several hundred T-shirts for use by Outdoor Officials and we are endeavouring to obtain further sponsorship of jackets in

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case of rain. One firm has donated some colourful hats for use by Officials.

At this point in my report I would like to inform you that you have every right to be proud of the staff of the Canada Games. Rarely will you see such hard working dedicated people striving to complete the details of competition sites, parking, security, spectator services, box office, revenue, equipment control, maintenance, competitions, communications, transportation, vehicles, pedestrians, athletes, officials, police, ushers, signs, contracts, concessions, health services; Headquarters - catering, bedding, accessories, medical, entertainment, equipment storage, media results, external transport, hosting, ceremonial, bilingual, Provincial teams, practise sites, schedules, scoring systems, results systems, general rules, specific rules, protocol etc., etc.

Certainly, it would be impossible without the work of hundreds of volunteers of all ages, both male and female.