

1. Re: 1973 Canada Summer Games Society Report

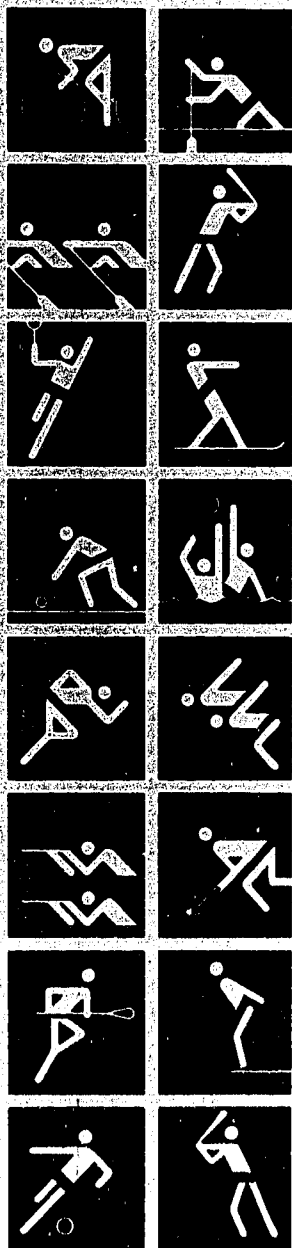
Following for your information is the last of a two-part report of the Executive Director covering the activities of the 1973 Canada Summer Games Society.

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August 3rd to 12th

December 24, 1973



Board of Directors
1973 Canada Summer Games Society

It began as an idea put forward in late 1968, became a reality in August of 1970 and wound up being the largest single athletic event ever held in Canada.

The 1973 Canada Summer Games are now an important part of our Canadian sports history. An event of which the host areas of New Westminster-Burnaby, Greater Vancouver, the Province of British Columbia and indeed all of Canada can point to with pride.

And so it is with somewhat mixed emotions that I submit for your approval the last of my two-part reports.

(1) REPORT

The final comprehensive report will be a frank and critical analysis of the planning and staging of the 1973 Canada Games. It will be forwarded to you in 1974. As directed, the final report is the product of the Executive Director without reference to or approval of either the Management Committee, the Board of Directors or the Co-Ordinating Committee. It is influenced to some degree by the written reports received from the chairmen of sports and administrative committees. The responsibility for the compilation, printing and distribution of the concise final report is supervised by Ian Howard.

(2) MANUAL

While I am indebted to representatives of previous Canada Games, as all consulted were most generous with their assistance, advice and suggestions, I felt a report should be assembled to give even greater assistance to future Canada Games projects. With this in mind, arrangements have been made between Sports Canada and the Society to produce an instructive and informative Canada Games manual.

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(3) PHILOSOPHY

My basic philosophy was that we could do a better job. I felt it extremely important that whenever possible these Games should set higher standards. Staging this national multi-sports festival in a large metropolitan area was a great challenge. This challenge was met with the belief that all organizational programs were uniquely important but were all interdependent. Therefore, a sound approach to technical sports administration, facility preparation and operations, support services and manpower, publicity, pageantry, results systems, financial control and other massive inter-related activities allowed the Games to proceed without major problems.

One governmental official referred to the Burnaby-New Westminster Games as "the greatest non-professional sports event in Canadian history". This, in itself, is a significant remark when one considers the many large international events Canada has hosted over the years.

(4) THE GAMES PROGRAM

As stated earlier, it was the largest single athletic event ever held in Canada. But it was more than that--it was the finest example of participation and competition ever seen in this area.

The participation aspect was one of the key factors in the success of the event.

For example, water polo had the largest single game attendance in the sport's history in Canada. Girls' field hockey had the largest total attendance in its Canadian history while there were record crowds for sites--at Queen's Park Stadium for the official opening and baseball; at Moody Park for girls' softball; at Junior Stadium for track and soccer; at the rowing and canoeing course; at the Burnaby Tennis Courts; at Deer Lake for the water skiing tournament--considered to be the best event in Canadian water ski history-- and at the Canada Games Pool for diving plus capacity crowds for swimming.

Attendance for all events exceeded 250,000.

The facilities, both new and improved, won praise from all. And particularly from the competitors. Most rowing officials and competitors said the Burnaby Lake facilities were the finest in Canada--even better than the famous Henley Course in Ontario.

Total community involvement was obviously a major factor in the overall success of the Games. These communities can remember the Games with a deep sense of pride, as all of us can. An extremely wide variety of well organized community volunteers who provided dedicated, sincere and industrious effort in various organizational sport and services committees were supported by the technical assistance of military personnel and manpower.

Five reference books full of articles from the smallest to largest newspapers and magazines show that amateur sport was indeed stimulated regionally and nationally.

Media coverage was excellent at all levels and in all areas. The CBC reported that its television coverage had a tremendous impact throughout Canada and, in particular, the host Province of British Columbia.

The spectacular setting, color and pageantry of the official opening seen by millions in addition to the capacity Queen's Park Stadium audience triggered a wave of emotional enthusiasm that obviously led to the record crowds. Significantly, it prompted families to participate in the Games in a display of togetherness rarely seen these days.

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The Games' Village concept proved unique and extremely popular.

Athletes being housed by sport and not by area, the non-denominational religious centre, the daily Games newspaper, the daily clinics and the proximity of training facilities enhanced the efforts to strengthen mutual understanding among the thousands of Canadian athletes. The trading of Games items and memorabilia was an indication of the athletes looking on the event as an experience to be remembered long after they returned home.

I was indeed fortunate to secure use of New Westminster Secondary as a Games' Village and Operational Headquarters. Use of this facility proved to be a sound decision, one which it later showed as the key co-ordinating factor of the Games. I commend the Provincial Government for allowing the use of Burnaby's Willingdon School prior to the Games as an Administrative Centre and during the Games as a Military Operations Centre.

British Columbia Institute of Technology facilities were used for weekly management meetings over a period of years, while Simon Fraser University was used for receptions and committee sessions. Douglas College was used for officials' training clinics while New Westminster City Hall and Burnaby Municipal Hall, as well as many secondary schools, were kindly made available at no charge for various meetings.

The Games left a large surplus after having paid for the many permanent facilities and sports equipment which remain in the communities. This was accomplished at a cost of raising through the "Friends of the Games" hundreds of thousands of dollars beyond the original budget.

The surplus medical supplies have been donated to the B.C. Inter-Scholastic Athletic Activities program. It should also be noted that thousands of dollars worth of surplus materials were donated to the Boy Scouts for their 1974 Jamboree while the bulk of the extremely valuable sports technical equipment is now available at the competition sites by the New Westminster and Burnaby parks departments.

An estimated one hundred thousand dollars worth of sports equipment was donated to various deserving community associations. The highly-sophisticated electronic scoreboards and electronic timing equipment, that cost our Society an additional \$100,000 plus, is being left within the respective host communities.

This type of electronic equipment is unique in that previously it was not permanently available to amateur sport in British Columbia. It was purchased to accommodate spectators, the media, athletes and officials in swimming, diving, water polo, rowing, canoeing, cycling, soccer and track and field.

It is also important to remember that more than \$500,000 was donated to amateur sport as a result of the Society's success at operating the first major lottery in the history of British Columbia. I was personally pleased to see that the Provincial Government accepted my belief that the lottery was important and necessary to the success of the Games.

A commemorative plaque has been constructed on Burnaby Mountain. The mural will serve as a permanent reminder of the honour bestowed upon New Westminster-Burnaby in hosting the 1973 Canada Summer Games.

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The Games left a legacy of new and improved facilities such as the impressive Canada Games Pool, the scenic and now internationally-famous rowing course complete with pavilion and grandstand, three new field hockey sites, improved lighting for New Westminster stadiums and the arena, resurfaced tennis courts, a new full bore rifle shooting range, improved lawn bowling greens and clubhouse and, for the first time in British Columbia, a track and field training centre sanctioned by National and International authorities.

The Games also left highly-trained personnel, people now ready to plan and carry out almost any multi sport event of this kind.

It is a matter of record that British Columbia won the overall 1973 Canada Summer Games championship in an exciting competition with Ontario that captured the imagination of everyone. Saskatchewan won the most improved province title.

(5) AU REVOIR

Personally, I am happy the 1973 Canada Summer Games are successfully concluded, but I am somewhat saddened to bid farewell to an excellent Board of Directors and to members of the Management Committee.

I sincerely appreciated the leadership of the Directors, of President Bill Ramsell, the Federal Government representatives, City managers, our lawyer, our treasurer, sports director, services director, facilities board chairman, the publicity director--who also became a leading fund raiser, and individuals too numerous to mention here.

However, don't forget the Canada Games Family which was made up of people of all ages and from different walks of life. Senior citizens, private business men, students, young children, male and female all comprised the "Family". One might suggest, with a great deal of certainty that the backbone of the success of the Games was achieved because we set a new standard for enlisting the aid and involvement of girls and women. Their charm, vitality and efficiency was demonstrated in the social, promotion, sports and administration.

I have only the greatest respect and admiration for the efforts of my associates on staff. If only it were possible to pay my personal thanks to members of the "Canada Games Family"--the athletes, the media, the spectators, volunteers and Friends of the Games.

But most of all, I wish to thank you for the opportunity to have served as your Executive Director. It was indeed an experience I shall always remember. A memory of the tremendous accomplishments by thousands of volunteers, governmental officials, athletes and municipal staff, service clubs and private donors all in the name of sport.

Respectfully submitted,

Denny Veitch
Executive Director