

**Written Submission to the House of Commons Standing
Committee on Finance as part of Pre-Budget
Consultations in Advance of the 2019 Budget**

**By: COMMONWEALTH GAMES ASSOCIATION
OF CANADA**

Recommendation:

That the Federal Government provides additional, temporary funding of \$800K annually until Canada is next awarded the rights to host a Commonwealth Games.

Executive Summary

Canada has a proud history and leadership role in The Commonwealth and Commonwealth sport. Team Canada routinely finishes in the Top 3 countries at Commonwealth Games and Canada's Commonwealth athletes win about 80% of Canada's summer Olympic medals. Canada pioneered the use of sport-for-development and Commonwealth Games Association of Canada's (CGC) SportWORKS program has empowered over 2 million youth in 30 developing Commonwealth countries with gender equity promotion, HIV/AIDS awareness and prevention, stay-in-school initiatives and life/leadership skills training. These unique & worthy CGC programs have greatly contributed to Canada's reputation and standing within The Commonwealth. However, this is at imminent risk.

In 2010, CGC experienced significant funding cuts, decreasing its annual budget from \$3M to \$750K - a \$2.25M loss. Of the \$2.25M funding loss, \$1.4M was from the Government of Canada. Since then, CGC has successfully kept its programs operational, albeit at a reduced level, by cutting expenses, charging user fees and using funds from its small Reserve Fund. All things being equal, CGC's small Reserve Fund will be depleted by 2022 causing the SportWORKS program to be shut down and a \$4K levy being applied to every athlete & coach representing Canada at the 2022 Commonwealth Games and future Commonwealth Games. This will result in smaller, less successful Canadian Teams at Commonwealth Games, less medals for Canada at the summer Olympic Games and jeopardize Canada's standing within The Commonwealth. There is a solution that will support the competitiveness of the Canadian Sport System, which contributes to inclusive growth of Canadian society and the competitiveness of the Canadian economy.

An additional, temporary investment from the Government of Canada of \$800K annually (\$400K each for the Team Canada and SportWORKS programs) until Canada is next awarded the rights to host the Commonwealth Games (ideally the 2030 Commonwealth Games) will allow CGC to maintain its unique and strategic programs operational and continue contributing to Canada's reputation and standing within The Commonwealth.

Today's Commonwealth

Today's Commonwealth is a voluntary association of 71 nations and territories encompassing a 1/3 of the world's population (2.4 billion people) - of which half are under 25 years of age, and has a combined GDP of \$13 trillion. Today's Commonwealth celebrates diversity, promotes democracy & equality, protects human rights & the environment and boosts economic & social development. Today's Commonwealth is connected through a Charter of Values and Commonwealth sport is the most visible manifestation of those shared values.

Canada - A Commonwealth Leader, On And Off The Field Of Play

Canada is a Founding Member of The Commonwealth (1931) and Founder of the Commonwealth Games (1930, Hamilton).

Canada was the first country to respond to the 1991 Commonwealth Heads of Government Meeting (CHOGM) declaration calling upon member countries to recognize the value of sport as a vehicle for international development. The Canadian government's vision helped forge a partnership between Canadian International Development Agency (CIDA), Sport Canada, and CGC to launch the Commonwealth Sport Development Program in 1993, subsequently called SportWORKS. Canada's early leadership was instrumental in building sport's global recognition as a valuable, low investment with high impact development tool.

Canada can be proud of other "firsts" within the Commonwealth sport movement – first to televise a live sporting event in North America (Miracle Mile, 1954 Commonwealth Games), first to introduce parasport to the Commonwealth Games (Victoria, 1994), first to elect a woman as President (Judy Kent, 1994-98) and first to appoint a para athlete as Chef de Mission (Chantal Petitclerc, Glasgow 2014.)

Commonwealth Games Canada – who we are, what we do

Founded in 1930 Commonwealth Games Canada (CGC) is an incorporated, non-profit, private charity, comprised of 36 Members (individuals and national sport organizations), governed by an elected Board of Directors and supported by a small office and skeleton staff (3.5 FTEs) in Ottawa. CGC's mission is to "Build a Better Commonwealth Through Sport".

Canada has sent a Team to every Commonwealth Games since 1930, winning a plethora of medals and typically placing in the Top 3 (out of 71) countries. Many of Canada's most successful summer athletes credit the Commonwealth Games

as their first multi-sport international games. As such, CGC plays a pivotal role in increasing the performance success of Canadian athletes at summer Olympic and Paralympic Games.



“This was my first Commonwealth Games (2010) and I didn't expect to win so many medals. It shows I'm on the right track for the Olympics” Jennifer Abel, Commonwealth & Olympic Champion Diver

The Commonwealth Games is a designated “Podium Pathway” event for Canada’s athletes. 80% of Canada’s Summer Olympic medals are won in Commonwealth sports and almost exclusively by Commonwealth athletes, making all Canadians proud and inspiring Canadian youth.

	Olympic medals won by Canada	Olympic medals won by Canada in Commonwealth Sports	Olympic medals won by Canada's Commonwealth Athletes
Beijing 2008	20	9 (45%)	9
London 2012	18	10 (56%)	9
Rio 2016	22	17 (77%)	14

Global Affairs Canada recognizes sport-for-development programs for building life and leadership skills in youth, mobilizing them to behave responsibly in their communities and empowering them to become leaders and address issues in their community. “low investment, high impact” sport-for-development programs are effective in creating local ownership and community leadership generating positive results such as the empowerment of girls and women and quality education” (*DFAIT Thematic Evaluation, 2013*). Further, in 2015 the United Nations officially recognized sport as an “important enabler” to achieving the global Sustainable Development Goals and acknowledging the important role sport plays building essential life skills, promoting healthy lifestyles, education and social inclusion.

CGC uses the transformative power of sport to advance social & leadership skills for youth in developing Commonwealth countries through the SportWORKS program, sharing Canadian sport and social development knowledge, expertise and resources with local sport organizations in developing Commonwealth countries. Since 2001, SportWORKS has deployed 200 Canadian sport leaders into 30 developing Commonwealth countries for up to one year. To date, Sport WORKS has positively impacted over 2 million youth, especially women & girls, through systemic, sustainable enhancements to 120 local, sport development and sport-for-development projects. These projects include gender equity promotion, HIV/AIDS awareness and prevention, stay-in-school initiatives, youth leadership and life/leadership skills training. Some of the 120 local, sport-for-development SportWORKS projects include:

- YUWA (India) located in one of the poorest, least literate and most lawless regions is now home to the largest girl’s football program. *Aerobics for Mothers*, improves the health of pregnant young women and unwed mothers in Zimbabwe. Other SportWORKS projects empowering women & girls include; *Program for Adolescent Mothers* (Grenada), the *Girl’s Empowerment through Sport* initiative (Tanzania), *Go Sisters* (Zambia), *Women in Sport Association* (Turks and Caicos), *Women in Sport Coaching Program* (Zambia), and the *Women and Sport Organization* (Botswana).
- *Bowling Out Aids*, an HIV/AIDS awareness program motivating positive behavioral changes and reduces the incidence of drug abuse amongst 1,000 at-risk boys and girls living in some of the poorest communities in Tanzania and Kenya.
- *Ready and Able* (Trinidad and Tobago) and *Sport for People with a Disability* (Zimbabwe) uses sport to promote inclusion of disabled youth into society.
- *Project Strong* (Caribbean Region) combines sport, life skills, and apprenticeships to help teenage school drop-outs become employable. SportWORKS has implemented similar projects helping to break the cycle of poverty in Swaziland (*Leaders in Training*) and Namibia (*PAY - Physically Active Youth*).



“I never thought sport would be appropriate to our work, but it has a transformative effect upon marginalized people, especially young women in rural areas. You can see it in the way they carry themselves after they pick up a sport, the way they want to go back to school, the way they look beyond traditional expectations. It’s very powerful.” Anjali Gopalan, Naz Foundation (an NGO combating HIV/AIDS in India)

SportWORKS has inspired hundreds of Canadian sport leaders, athletes and coaches to volunteer. Some of program alumni have charted new careers in social development, or in Canada’s sport system.



“It was a life changing experience and incredible to be part of” Heather Moyse, SportWORKS Officer, 2x Olympic Champion; *Sport for Children with Physical Disabilities* (Trinidad & Tobago)

Canada and the Commonwealth Games

As the Founder of the Commonwealth Games, Canada has hosted the world’s only gender equal and inclusive international major games 4 times (Hamilton 1930, Vancouver 1954, Edmonton 1978 and Victoria 1994) and is overdue to host again - 75% of Canadians believe it’s a good/acceptable use of public funds to support hosting major sporting events in Canada (*Abacus, November 2016*). Hosting Commonwealth Games aligns with the Government of Canada’s *“Federal Policy For Hosting International Sporting Events.”*

CGC wants to bring the 100th anniversary Commonwealth Games back home, in 2030. The 2030 Commonwealth Games will be 36 years since Canada last hosted. Now is the time to start a 2030 Commonwealth Games Canadian Candidate City selection process, providing sufficient time for due diligence, garnering public and governments’ support, develop a strong Candidature File befitting of the 100th anniversary Commonwealth Games. If awarded the 2030 Commonwealth Games it will provide a 10 year planning & delivery “runway” to truly transform a city, inspire a nation and advance the global Commonwealth sport movement.

Commonwealth Games Canada – Supporting Canada’s Productivity & Competiveness

CGC is proud to support Canada’s commitment to improving the futures of youth across developing countries. CGC programs are a powerful enabler towards Canada’s commitment and effort in achieving 10 (of 17) Global Sustainable Development Goals (1-5, 8, 10, 11, 16 & 17) by 2030. CGC programs elevate Canada’s standing within The Commonwealth, influencing growth in Canada’s foreign trade, investment and tourism and increasing Canadians awareness of Canada’s leadership within the Commonwealth.

The Issue

In 2010, CGC experienced significant funding cuts, decreasing its annual budget from \$3M to \$750K, a \$2.25M (75%) loss in annual revenues. Of the \$2.25M, \$1.4M was cuts from the Government of Canada (\$400K Sport Canada, \$700K CIDA and \$300K Canadian Heritage). Even with implementing tough cost cutting measures, including SportWORKS reduced to 4 (from 25) projects, some limited success in raising non-government revenues, and charging user fees (32% of Team Canada 2018 athletes & coaches each paid a \$3K levy) forecasts show CGC depleting its small Reserve Fund by 2022. If this happens CGC will be forced to shut down the SportWORKS program and apply a \$4k levy on every athlete & coach on Canada’s Team to the 2022 Commonwealth Games, and future Games, resulting in smaller and less successful Canadian Teams at the Commonwealth Games and less medals for Canada at the summer Olympic Games.

Recommendation

That the Federal Government provides additional, temporary funding of \$800K annually (\$400K each for the Team Canada and SportWORKS programs) until Canada is next awarded the rights to host the Commonwealth Games.

This additional, temporary investment represents about half of the Federal Government's funding cuts to CGC in 2010.

This additional, temporary investment recommendation aligns with the Sport Matters Group's request for an increase in Core Funding support for Canada's sport organizations.

With the support of the Federal Government, CGC will pursue the rights to host the 2030 Commonwealth Games. The 2030 Commonwealth Games will generate an Endowment for CGC creating a legacy of ongoing funding for CGC programs, and less government support required.

CGC welcomes the opportunity to meet with FINA to discuss these serious challenges to the Commonwealth sport movement in Canada and ways to turn them into opportunities.

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair” Nelson Mandela