

CANADIAN OLYMPIC COMMITTEE

Annual Report 2010





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CONTENTS

PRESIDENT'S MESSAGE	2
CEO & SECRETARY GENERAL'S MESSAGE	3
VANCOUVER 2010	4
PARADE OF ATHLETES	6
2010 HALL OF FAME	8
A CLEAR VISION AND DIRECTION	10
OLYMPIC PREPARATION: BUILDING TOWARD LONDON 2012	12
PAN AM GAMES PREPARATION	14
EYE ON THE FUTURE	15
OWN THE PODIUM	16
FUNDRAISING	18
ATHLETE EXCELLENCE FUND	19
POST-OLYMPIC EXCELLENCE SERIES	20
CANADIAN OLYMPIC SCHOOL PROGRAM	22
OLYMPIC PARTNERS IN ACTION	24
A SOCIAL MEDIA CHANGE	26
FINANCIAL STATEMENTS	27
COC AND SESSION MEMBERS	28

ON THE COVER: Chris Le Bihan, Bronze Medallist/Bobsleigh, Vancouver 2010 Olympic Winter Games



PRESIDENT'S MESSAGE

Capitalizing on Momentum

2010 BROUGHT ON AN IMPORTANT EVOLUTION OF THE OLYMPIC MOVEMENT IN CANADA, A CHANGE THAT HAS SEEN NEW LIFE FLOW IN TERMS OF THE SUPPORT, AND OF EXCITEMENT FOR, OUR CANADIAN TEAM. THE VANCOUVER GAMES SAW THE COUNTRY TAKE A NEW STANCE, CANADIANS WERE NOT ONLY SPECTATORS BUT LIVED EVERY MOMENT WITH US. THEY BECAME PARTICIPANTS AND NOT BYSTANDERS – UNITING US LIKE NEVER BEFORE AND SHOWING THE WORLD THAT WE CAN COMPETE WITH THE BEST. THAT IS NOW A FUNDAMENTAL BUSINESS BELIEF AT THE VERY HEART OF THIS ORGANIZATION.

With renewed energy, a new focus and keen hunger for success, we have set off on a new trajectory to capitalize on the momentum created by the Vancouver Games'. To be among the world's best sport governing bodies, we must think, plan and execute like the best. As detailed below, initial changes incorporated a new vision, a more distinct brand, a new direction that sees us working as one team with all the National Sport Federations; and many ways in which we will continue to help Canadian athletes, coaches and sports achieve success.

Following the success in the West, we brought the magic of the Winter Games to the East with the biggest Olympic Hall of Fame celebration ever: a ceremony nationally broadcast for everyone to see. We kicked off the annual event by taking to the streets of Montreal with a parade of the 2010 Olympians and Paralympians. The passion we witnessed that day was proof of how devoted Canada now is to the Games, the Olympic Movement and its athletes.

Our next generation of athletes also took centre stage in 2010 as the inaugural Youth Olympic Games touched down in Singapore. In the meantime, preparations are well underway for the 2011 Pan American Games that will take place in Guadalajara, as well as those for the first Youth Olympic Winter Games in Innsbruck and the next Olympic Games in London, both in 2012. In addition in Southern

Ontario, plans are heating up for the 2015 Pan American Games, where Toronto and the Greater Golden Horseshoe will showcase a major international sport event.

All the COC's ongoing initiatives, such as the Canadian Olympic School Program, Olympic Voice, Adopt-an-Athlete and the Post-Olympic Excellence Seminar, took on a greater significance as athletes take centre stage in the new direction.

As our athletes experience increased success on the world stage, so should the COC play a larger role within the international sport community. A greater number of Canadians are filling roles within the IOC family; we are hosting and attending more frequent meetings with partners such as the IOC and other National Olympic Committees; and of course, we will continue our active involvement in major events within the international sport community.

None of what the COC does would be possible without the ongoing support of our Olympic partners. We are truly fortunate to have a nation and major corporations so passionately invested in the Olympic Movement. To them, I say thank you. I would also like to express my thanks to the volunteers and Board members for their dedication and contribution to the advancement of the Olympic Movement.

To our athletes, coaches, NSFs and sport partners, I say thank you for the amazing efforts of 2010. The future is bright. Let's together take this momentum forward and create an Olympic sports system which is the envy of the world.

MARCEL AUBUT, OC, OQ, QC, AD E
PRESIDENT

Redefining Our Commitment

THIS PAST YEAR WAS CLEARLY AN EXTRAORDINARY TIME FOR OUR ORGANIZATION, A YEAR OF INCREDIBLE SUCCESS AND CHANGE. BOTH THE CANADIAN OLYMPIC COMMITTEE AND THE COUNTRY WERE WITNESS TO THE GREATEST SPORTING EVENT EVER HOSTED ON HOME SOIL, FOREVER ALTERING OUR VISION, GOALS, STRATEGIES AND THOSE OF OUR PARTNERS.

Following my arrival in April 2010, life has been busy. Throughout the first few weeks, the excitement was palpable. A new passion had awakened in Canadians, and as an organization we needed to step up and capitalize on this great momentum. Now, more than ever, Canada needs an effective sport system, without duplications, with better relationships and partnerships and the most important and vital assessment to make as a group was to identify ways to develop our core business – the sports and the athletes.

What were we doing right? What were our National Sport Federations and government partners doing well? What needed to be improved and adapted to help us be among the best in the world and stay there? Analyzing the current situation was perhaps

the easiest element of this new strategy: we are the leaders of a strong sporting nation, one with great talent and potential. But how are we going to make it better and incite Canadians to follow and support the country's hard working athletes in the months and years outside of the Olympic Games?

Building a first-rate team to service world-class partners and further investing and redefining our commitment to the national sport community, the athletes, their coaches, and the NSFs were the priorities.

To ensure the COC was properly aligned with the sport community, we made important organizational changes – we created a new Sport and NSF Services department in Ottawa, which would focus on assisting the NSFs to prepare and excel in the Olympic environment, plans were put in place for an Athlete Services department in Montreal, to service athletes both on and off the field of play, prior to, during and post-athletic career. Toronto remained the hub for all the COC's ongoing corporate business and marketing efforts.

Early on, I sat down with Christopher Overholt, our newly appointed Chief Operating and Chief Marketing Officer, to review our state of affairs and we laid out a very ambitious business plan. We knew the

potential of this organization and with the return of our Marketing Rights following the dissolution of the Joint Marketing Partnerships Agreement with VANOC, we needed to capitalize on the opportunity and build upon the brand.

If we have learned anything from Vancouver, it is that a united team is a stronger team. We have embraced this mantra and will do everything possible to lead by example and focus on delivering exceptional services back to our members. We ask athletes to be among the best in the world; we must ask the same of ourselves.

I want to thank the COC men and women for their hard work and dedication throughout 2010, which enabled the organization to navigate changing tides, deliver to both our members and partners, and position the COC for the future. I want also to thank our Board and Session members for sharing our vision and for their support throughout this incredible year. I'm proud to now lead such a remarkable group, and even more excited about the opportunities that lay ahead... to deliver a redefined commitment.

JEAN R. DUPRÉ
CEO & SECRETARY GENERAL



STAGED IN FEBRUARY 2010, THE XXI OLYMPIC WINTER GAMES SINGLE-HANDEDLY STRENGTHENED PASSION FOR CANADIAN ATHLETES AND SPORTS, AND BROUGHT THE OLYMPIC MOVEMENT TO THE FOREFRONT ACROSS THE NATION. AND THERE IT HAS STAYED – CANADIANS STILL BUZZING LONG AFTER THE GAMES ENDED, ABOUT WHAT HAPPENED AND WHAT WAS TO COME IN LONDON 2012.

At the Vancouver 2010 Olympic Winter Games, Canadian athletes took on the world's best with confidence and, on home soil, achieved a new level of success. The most gold medals ever won at an Olympic Winter Games – 14. The most winter medals ever for Canada – 26. The most top-8 finishes ever for Canada – 72. A rising number of athletes who finished fourth or fifth – 24. And of the 202 athletes, 87 of them captured a medal.

The Games united 33 million Canadians in a way never before seen. Olympic spirit reached new heights as Canadians – sport fans or not – cheered on one team, which produced sparkling results. According to an independent study by Charlton Strategic Research Inc, the overarching feeling that 2010 Olympic viewers felt was national pride. It found that the Olympic Winter Games is the sport property Canadians have the most interest in, at 47%. The Canadian Olympic

Team has the broadest reach across age categories and genders compared to professional sport leagues. Post-Olympic research also found that 94% of respondents believe it is important to build amateur sport in Canada, and 90% feel great national pride when the Team wins medals. Sponsorship Intelligence found in August 2010 that Olympic interest is at an all-time high in Canada, rising 12% since 2006.

A NEWLY PASSIONATE CANADA

Vancouver 2010



For a full report of Canada at the Vancouver 2010 Olympic Winter Games, please see the COC's 2009 Annual Report.

MORE
COWBEL

Never has one Games had a greater impact on the success of our athletes and sports. After Vancouver, there is a fresh resolve in Canada to achieve Olympic excellence every two years. To that end, there are now greater resources than ever before to compete with the world's best. Improved technology, increased coaching and more significant investment have helped push Canadian athletes over the top in their respective sports. Athletes posted abundant evidence of this during the remarkable 2010-11 winter season that followed the Games.

Overall, the Vancouver Games contributed to a sense of "one team" among all high performance athletes in Canada. Summer athletes have already begun to feed off the momentum from Vancouver as they push toward London 2012 success.

In fact, the legacy of Vancouver 2010 lays in the newfound confidence and belief shared by all athletes, coaches and National Sport Federations. The Canadian Olympic Team was bold enough to think it could compete with anyone and win. Intense preparations went into the Games, coupled with a sense among athletes that they could win a medal

at any time. Canada's record-setting performance stemmed from something intangible – that at any given time it isn't necessarily the best athlete who wins, but the ones that believe they can.

Such confidence has been transferred from the 2010 athletes not only to those in winter sport but those in summer sport as well. Vancouver 2010 helped forge a unique Canadian Olympic Team identity, and the confidence and boldness displayed one year ago is shared among all athletes aiming to compete on the world's biggest stage in the future.



OLYMPIC SPIRIT SOARS

Parade of Athletes



One day before the groundbreaking parade, the COC, in partnership with the federal government, arranged for 135 Olympians and Paralympians and 20 coaches to visit Parliament Hill. The House of Commons was flooded with Olympic celebration when this throng of 2010 athletes converged on the floor to a loud and long round of applause. Few times has the House been so full of bodies, as athletes shook hands with Members of Parliament and an impromptu rendition of 'O Canada' broke out in the chamber.

THE MOST VIBRANT EXAMPLE OF THE COC BUILDING ON THE MOMENTUM CREATED BY THE RECORD-SETTING ATHLETES IN VANCOUVER TOOK PLACE IN THE STREETS OF DOWNTOWN MONTREAL.

There, in Canada's first Olympic city, Olympic spirit soared as the COC hosted a parade of 2010 Olympians and Paralympians presented by the City of Montreal and the Government of Canada, in partnership with Chevrolet and RONA. Flowing down Ste-Catherine Street, the same street that has welcomed prestigious

parades for the Stanley Cup and the Grey Cup champions, and ending at Philips Square, this unique event marked the first time that this large a group of Canadian Olympians have come together for a parade in a major Canadian city celebrating a recent Games.



Over 150,000 patriotic Olympic fans lined the street to cheer on more than 160 of Canada's 2010 athletes perched on a sea of floats. As a lead-up to the 2010 Canadian Olympic Hall of Fame celebrations, the parade bolstered the Olympic Movement, reminded the entire nation of the success of the Canadian Olympic Team, and forged a belief among athletes that they have the support of their country now and into the future. The parade counted a long list of 2010 Olympians, including medallists Alex Bilodeau, Joannie Rochette, Jasey-Jay

Anderson, Michael Robertson, Hayley Wickenheiser, Denny Morrison, Charles Hamelin, Marianne St-Gelais, Maëlle Ricker, Jenn Heil, Ashleigh McIvor, Tessa Virtue, Scott Moir, Kaillie Humphries, Helen Upperton, Cheryl Bernard and many more.

The athletes themselves, representing the vast majority of the Canadian Olympic Team from Vancouver, seemed the most festive of all, soaking in the spirited atmosphere. In all, the parade included about 800 participants with athletes grouped into floats according to sport, joined by younger local athletes who compete in the same sport.

For fans, it proved a once-in-a-lifetime opportunity to cheer on Olympic and

Paralympic heroes that enthralled the country on home soil. The Philips Square celebration included remarks from then COC President-Elect Marcel Aubut, Sports Minister Gary Lunn, Quebec Sports Minister Michelle Courchesne and Montreal Mayor Gerald Tremblay. Every athlete was formally introduced to the crowd with one athlete from each sport group speaking directly to the congregation of fans.

It was a memorable event, an Olympic parade of unparalleled magnitude, which further illustrated the power of the Olympic Games and Canadian athletes to unite this country. And it showed that when an Olympian climbs on the podium, all of Canada climbs up as well.

A SPECTACULAR CELEBRATION OF THE OLYMPIC MOVEMENT UNFOLDED AT THE 2010 CANADIAN OLYMPIC HALL OF FAME GALA DINNER AND INDUCTION CEREMONY IN MONTREAL. IN ITS MOST IMPRESSIVE AND COLOURFUL INCARNATION EVER, THE EVENT SUCCESSFULLY PUT THE CANADIAN OLYMPIC TEAM FRONT AND CENTER COURTESY OF A CTV NATIONAL BROADCAST.

Attendees filled the floor of the Bell Centre where current Olympians and honoured guests – including Prime Minister Stephen Harper – looked on as the Hall of Fame opened its doors to another group of Olympic legends. They were sprinter Bruny Surin, kayaker Caroline Brunet, speed skater Susan Auch, athletics coach Paul Poce and Olympic builders Walter Sieber, Peter Lougheed and Carol Anne Letheren (posthumous). The Canadian Olympic Order was bestowed on VANOC CEO John Furlong, B.C. Premier Gordon Campbell and 2010 visionary Jack Poole (posthumous).

Just weeks after the close of the Vancouver Games, the Hall of Fame event brought the Olympic family together in celebration to mark the end of the Olympic cycle. In hosting the hallmark event in Montreal, the COC further united Canada following the Games that unfolded so memorably on

the West Coast. The Hall of Fame induction was extraordinary in 2010, as not only did it honour the distinguished inductees but also paid tribute to the eight years of hard work and preparation that went into the 2010 Games – the most successful sporting event ever held in Canada.

It was a resounding success, airing nationally in French and English on CTV and V networks. It featured top Canadian artists including Sarah McLachlan, Tom Cochrane, Ginette Reno, the Canadian Tenors, Simple Plan, and Canada's Olympic Broadcast Media Consortium's anthem singers Annie Villeneuve and Nikki Yanofsky, with composer Stephan Moccio. Prime Minister Harper was Honorary President of the evening, joined by Quebec Premier Jean Charest. The Gala's host was Ben Mulroney.

The unforgettable show, hosted by CTV's Ben Mulroney, was led by Artistic Director Guy Lévesque, best known for creating "Just for Laughs" galas. Guy St-Onge led the musical direction while the Montreal Jazz Festival's Philippe Dunigan led a 20-member orchestra. The tremendous creative team also included lighting designer Yves Aucoin, projection designer Olivier Goulet and television producer and director Jean Lamoureux.

Co-chairs of the Gala event were CEOs Jacynthe Côté (Rio Tinto Alcan), Pierre Beaudoin (Bombardier) and Mark Smith (Pandion Investments Limited). The Canadian Olympic Hall of Fame Gala Dinner and Induction Ceremony raised an amazing \$2 million for Canadian athletes through the Canadian Olympic Foundation.



2010 Hall of Fame

OLYMPIC SPIRIT SOARS

DURING THE MOMENTOUS CANADIAN OLYMPIC HALL OF FAME GALA & INDUCTION CEREMONY IN MONTREAL, THE COC PROUDLY HONoured INDIVIDUALS WHO MADE A SIGNIFICANT IMPACT ON THE OLYMPIC MOVEMENT. THEY ARE THE ONES WHO HAVE HELPED THIS COUNTRY FORGE AHEAD IN HIGH PERFORMANCE SPORT. THEY HAD GREAT SUCCESS THEMSELVES AND LAID THE GROUNDWORK FOR THE UNPARALLELED SUCCESS WE ARE WITNESSING NOW.

THE 2010 CANADIAN OLYMPIC HALL OF FAME INDUCTEES:

SUSAN AUCH is a five-time Olympic speed skater. Her Olympic career began in 1988 in Calgary, on the short track – which was a demonstration sport. She captured bronze in the 3,000-metre relay. Soon after, Auch switched to long track and dominated with six national sprint titles and two Olympic silver medals in the 500 metres.

CAROLINE BRUNET is a five-time Olympian in kayaking, and one of only 13 athletes to win medals at three successive Olympic Games in the same event. She competed in the K-1 500 metres, collecting two silvers and a bronze medal between 1996 and 2004. She was a world champion 10 times over and amassed 21 World Championship medals throughout her career. Brunet was Canada's 2000 Olympic flag bearer.

BRUNY SURIN is a four-time Olympian and 1996 gold medallist in the men's 4x100-metre relay. Competing in each Games from 1988 to 2000, Surin was also an Olympic long jumper and 100-metre sprinter. The 1996 relay team is one of Canada's most historic sport moments. Surin is also the 1993 and 1995 world indoor champion in 60 metres. Outdoors, he won five World Championship medals in the relay and the 100 metres.

PAUL POCE, athletics coach, founded the distinguished Toronto Olympic Club in 1954. He is their current head coach and club administrator while also having served as national team head coach at Olympic, Pan American and Commonwealth Games. He personally coached athletics stars John Craig, Paul Craig and Jerome Drayton.

CAROL ANNE LETHEREN was president of the Canadian Olympic Association from 1990 to 1994 and CEO from 1995 until her death in 2001. That year, she was awarded the Canadian Olympic Order (posthumously). Letheren was an IOC member in Canada from 1990 to the time of her passing, and was an ambassador in the advancement of women in sport and in the Canadian Olympic Movement.

PETER LOUGHEED was Premier of Alberta from 1971 to 1985, during which time he was instrumental in developing the bid for Calgary's Olympic Winter Games. Among many roles, Lougheed served as Honorary Chair of the Calgary Organizing Committee, and in 2000 was awarded the Canadian Olympic Order.

WALTER SIEBER is a global expert in the organization of major sporting events. The board member of both the COC and VANOC was director general of sports for the Montreal 1976 Olympic Games. Siebert has been deeply involved in the Olympic Movement since.

THE CANADIAN OLYMPIC ORDER WAS AWARDED TO:

B.C. PREMIER GORDON CAMPBELL was a tireless supporter of the 2010 Olympic and Paralympic Winter Games. He presented at the winning bid in 2003 and ensured, pre-Games, that Vancouver 2010 would have a lasting impact on communities and athletes through the Legacies Now program. Under his leadership, B.C. was the first province to contribute to Own the Podium.

JOHN FURLONG was the leader of the 2010 Olympic Winter Games, first the president and chief operating officer of the Bid Corporation and then chief executive officer of VANOC. He is one of the most influential sport figures in Canada and is now chair of Own the Podium's Advisory Board.

JACK POOLE, former VANOC chairman, played an incredibly active role in the community and received many awards, including an appointment to the Order of Canada and the Order of British Columbia. He died peacefully following a valiant battle with pancreatic cancer on October 23.



A Clear Vision and Direction

JUST AS THE NATION'S OLYMPIC MOVEMENT TRANSITIONS FROM VANCOUVER 2010 TO LONDON 2012, THE CANADIAN OLYMPIC COMMITTEE ITSELF STARTED ITS OWN TRANSITION IN THE POST-2010 ERA. A NEW VISION AND PHILOSOPHY HAS TAKEN STRONG HOLD, WHILE A FRESH COC BRAND WAS ASSEMBLED. ALL TOLD, IT MARKS A NEW DIRECTION, BUILDING ON MOMENTUM FROM THE PAST, AND GAINING NEW FOUND STRENGTH FOR THE FUTURE.

The heart of the COC's brand is sport. There is in place a full shift toward an athlete centered focus, and a redefined brand known as the Canadian Olympic Team. This Team unites 33 million people around Canada's national sport brand. It brings everyone together to support one team – comprised of all winter and summer athletes.

This shift is happening at a time when Canadians from coast to coast to coast are still relishing the emotions of hearing the national anthem play as Canadian athletes stood on the podium and made us proud. Olympians are the core of the Canadian Olympic Team. Our goal is to do away with the distinction between winter and summer teams and focus on building one united Canadian Olympic Team that represents all Olympians and Canada.

The Canadian Olympic Team brand is now stronger than it has ever been. Consider several statistics collected by the COC in 2010.

- 91% of respondents believed the Vancouver 2010 Winter Games had a positive impact on Canada¹
- The Olympic Games are the No. 1 sports property in Canada, with 47% of Canadians most interested in the Winter Games ahead of 36% most interested in the National Hockey League²
- While watching the 2010 Olympic Winter Games, 73% of Canadians said they felt national pride³
- Nearly half of Canadians 'strongly agreed' that any Olympic Games boosts national pride⁴
- Two separate surveys show that the No. 1 reason Canadians watched the Games was to watch and support the Canadian athletes⁵

VISION

Canada is a world leader in sport, inspired by the passion and performance of the Canadian Olympic Team.

MISSION

To lead the achievement of the Canadian Olympic Team's podium success and to advance the Olympic values in Canada.

BRAND MANIFESTO

When athletes step on the podium, Canadians see something in themselves. It's a shared moment of national pride and the belief we can all strive for excellence.

The Canadian Olympic Team represents the highest level of sport in Canada. By our podium success, we understand and embrace our leadership role in this country; to live with integrity, to give it our all and to inspire our youth.

¹ Sponsorship Intelligence survey of respondents aged 13-65

² Charlton Strategic Research Inc.™ Copyright. © 2010 Olympic Sponsorship Impact Report

³ Sponsorship Intelligence survey of respondents aged 13-65

⁴ Charlton Strategic Research Inc.™ "Connecting With Canadians" Oct 2006

⁵ Charlton Strategic Research Inc.™ Copyright. © 2010 Olympic Sponsorship Impact Report; Sponsorship Intelligence survey of respondents aged 13-65



TO SUPPORT THE NEW VISION AND DIRECTION FOR SPORT IDENTIFIED BY THE SPORT COMMUNITY, THE CANADIAN OLYMPIC COMMITTEE RECONFIGURED ITS STRATEGIC PLAN TO CENTRE ON TWO CORE CONCEPTS: SUPPORT CANADIAN ATHLETES AND SUPPORT NATIONAL SPORT FEDERATION PARTNERS.

What drives the new plan is a “one team” mentality among the Canadian Olympic Team and the many sports in Canada.

The COC’s direction stems from a magnified focus on sport and a renewed commitment to sport partners. In 2010, the COC upgraded its sport division, shifting its “Olympic Preparation & Games” group to “Sport and NSF Relations.” This important move, championed by the new Executive Team of CEO, Jean R. Dupré, COO Christopher Overholt and Executive Managing Director Caroline Assalian, permitted the COC to reach for its new goal – namely, to assist NSFs in being world leaders and experts in their respective sports.

In June 2010, at the COC’s Extraordinary Session meetings, NSF executive members were united in their desire to be world leaders. To realize this goal, the COC will build on programs already in place, such as the Own the Podium technical program,

as well as add new initiatives focusing on NSF leadership.

For years, the COC had one of the world’s strongest Olympic preparation components, helping athletes, coaches and NSFs both prepare for and compete at every Olympic Games. From this solid base, a third component was added in 2010: NSF services. The COC has begun working with NSFs and other sport partners to add value and eliminate obstacles that stand in the way of their progress. These initiatives include sharing best practices, eliminating duplications, organizing forums where leaders can gather and exchange ideas, and creating mentorship programs.

The international profile, recognition and voice of the Canadian Olympic Committee will be used in the best interests of NSFs and other sport partners so they can achieve greater global success. This, in turn, will help cultivate future Olympic heroes.

This new direction also encompasses a new vision for athlete services. The COC intends to further build relationships with athletes, exceeding its current services in the lead-up and preparation for an Olympic, Pan American and Youth Olympic Games. Athletes will receive added priority, as the COC works in collaboration with NSFs and partners to nurture and develop them when they first enter sport (such as at a Canada Games), through to the Olympic level, and then into life after sport.

It means a fuller relationship between the COC and its former, current, and future high performance athletes. These individuals represent the core of the Canadian sport system, and the COC will make it a priority to continue delivering the tools they need to succeed in sport and in life after sport. The COC understands that athletes can be more than Olympians; they can and should be leaders in Canada.

Building Toward London 2012



OLYMPIC PREPARATION IS A PRIMARY FOCUS OF THE COC THAT SETS OUT TO ANSWER ONE QUESTION: HOW DO YOU PREPARE ATHLETES, COACHES AND SUPPORT TEAMS FOR THE UNIQUENESS OF A GAMES ENVIRONMENT? THE ANSWERS COME IN THE FORM OF THE OLYMPIC PREPARATION SERIES, A THREAD OF WORKSHOPS AND MEETINGS THAT BUILD TOWARD AN OLYMPIC GAMES, AS WELL AS SPECIALIZED VISITS TO THE HOST CITY WELL IN ADVANCE OF THE GAMES.

The COC polled nearly 400 athletes, coaches and 2010 team members following the Vancouver Olympic Winter Games. The consensus was that such preparation yields a direct benefit on athlete performance. For athletes (including medallists), being familiar with venues prior to the Games and feeling part of a unified Canadian Olympic Team proved very important – both ranking among the highest factors in having a positive impact on Games-time performance.¹ Both of those are a direct result of the COC's preparation programs.

¹ "Vancouver 2010: Evaluation Survey Results"

OLYMPIC PREPARATION SERIES

The goal of this series is to prepare Canadian Olympic Team members to deliver podium results by giving them tools and skills that will address the unique challenges of working, coaching and competing at the Olympic Games. Preparation includes building a cohesive team, developing podium strategies, lending practical information about the upcoming Games environment, providing Communications training and building athlete confidence.

In May and November 2010, the COC held two preparation workshops for coaches, team leaders and members of 2012 mission

staff. Among the COC's new initiatives was a first-ever team leader planning binder, filled with documents to help guide NSF leaders through the two-and-a-half years leading up to the Games. A third event, the Olympic Excellence Series, takes place in November 2011 where athletes will also attend for preparation, inspiration and team building.

The COC has developed a new program called the "Olympic Speaker Series." Led by Olympic champion rower Marnie McBean, athletes can learn from veteran Olympians and coaches about what to expect and hear various perspectives on achieving Olympic success.



Canadian athletes and NSF leaders have been active in visiting London in preparation. In 2010, the COC organized visits by athletes in rowing, triathlon and sailing – helping London Olympic hopefuls familiarize themselves with their venue, get a feel for the surroundings and, in the cases of triathlon and sailing, compete on the actual venue. Triathlete Paula Findlay of Edmonton was the toast of London in her World Championship Series win. Rowers were able to take to the water for training.

The COC has helped plan visits by head coaches and high performance directors in each targeted summer sport, for a better understanding of location, venue, accommodation and transportation. In this way, all fine details can be considered and corrected well in advance, leaving athletes and coaches to focus solely on results. The COC was also able in 2010 to identify the location of Canada's Performance Centre, Canada Olympic House and the outfitting operations for use at the Games.

As 2011 unfolds, preparation for London 2012 will ramp up considerably with a rush of test events where athletes will compete at Olympic venues, as well as continued familiarization visits. Members of the COC will partner with NSFs to ensure all athlete trips to London are fashioned for optimal Olympic preparation in the form of Olympic simulations or dress rehearsals.

The COC operates with the vision that the more Canadian sports integrate the Games environment into daily training, the more "normal" an Olympic Games will be. This involves adapting a sport's daily training environment to fit into the realities of working and competing in the Olympic environment. This philosophy is one the COC is actively leading among all in the high performance sport system.

The COC does everything it can to prepare athletes who have shown medal potential to perform and succeed on any given day in Olympic competition.



SOCHI 2014 OLYMPIC WINTER GAMES

Though Vancouver is still in the hearts and minds of Canadians, the COC and winter National Sport Federations are already looking ahead to the next Winter Games, to be contested in Sochi, Russia.

In 2010, COC preparation staff invited all winter sports to join them to visit Sochi. The goal was to get a good "lay of the land", as well as to gain a feel for the surroundings and the location of the Athlete Villages. It also provided an opportunity for the high performance directors from all sports to gather and share ideas and experiences, and to shape the COC's Sochi strategic preparation plans. The COC will help each sport in the planning of their individual visits to Sochi in advance of the 2014 Games.

EVERY FOUR YEARS, THE COC'S TEAM OF ATHLETES AND COACHES COMPETE AT THE PAN AMERICAN GAMES. CANADA HAS A PROUD HISTORY OF INVOLVEMENT, JOINING ALL 42 PAN AMERICAN SPORT ORGANIZATION MEMBER NATIONS IN A COMPETITION THAT COMPRISES ALL OLYMPIC SUMMER SPORTS AND SOME NON-OLYMPIC ONES AS WELL.

GUADALAJARA 2011

Next for Canada is the Guadalajara 2011 Pan American Games. In early 2010, Jacques Cardyn, 1983 Pan Am gold medallist in fencing and 1984 Olympian, was named Canada's Chef de Mission for the 2011 Games. Shortly thereafter, the COC announced that he would be joined by Canada's most decorated cyclist, Curt Harnett in the role of Assistant Chef.

For many sports, these Games will serve as a 2012 Olympic qualifying event. For others, these Games are their 'Olympic' Games. More than 500 Canadian athletes will compete at the 2011 Pan Am Games.

The COC's goal is to help National Sport Federations utilize the Pan American Games as an excellent testing ground for London 2012. Each NSF can test its support team and programs to see how they will function in a high-profile, multi-sport international event. It will allow them to fine-tune their Games-time plan and head to London 2012 able and confident.

Similar to the Olympic Games preparation, the COC coordinates visits for leads and team services officers to Guadalajara to access and review the many sport venues. Preparations and site visits by the COC are invaluable for the NSFs who may otherwise be unfamiliar with the environment in the host city.

TORONTO 2015

At the close of the 2011 Pan American Games, there will be a ceremonial handover to organizers of the Toronto 2015 Games. The COC has had a lead role in Toronto 2015 since the initial idea for a bid was hatched, understanding the value inherent in the legacy of sport infrastructure that will be in place in Southern Ontario long after the 2015 Games conclude.

In 2010, members of the organizing committee set in place their leadership team, and plans began to unfold. The COC joined the federal and provincial governments, the City of Toronto, the Canadian Paralympic Committee as well as the Toronto 2015 team to coordinate the development of these Games. The COC continues to actively work with partners to ensure that the Games are a success for athletes, for sport legacy in the region, for the cities involved, and for Canadian high performance sport as a whole. There can be no doubt that Toronto 2015 will be a key component of Canada's continued evolution as an Olympic leader.



Pan Am Games Preparation

YOUNG ATHLETES ARE THE KEY TO CANADA'S OLYMPIC FUTURE, AND TO THE GLOBAL OLYMPIC MOVEMENT. AS SUCH THEY PLAY A PIVOTAL ROLE WITHIN THE CANADIAN OLYMPIC TEAM'S NEW VISION AND DIRECTION.

The COC is increasingly finding avenues to assist them in their development and ascent into the high performance stream, as well as providing them with the tools to better succeed in life after sport. It will work in close partnership with National Sport Federations and Canadian Sport Centres to achieve this – and it will continue to support those events that showcase young athletes and engage them in the Olympic Movement.

**SINGAPORE 2010
YOUTH OLYMPIC GAMES**

Six months after the 2010 Olympic Winter Games, the inaugural Youth Olympic Games were held in Singapore, August 14 to 26. The COC was a close, strong supporter of these Games, which represented a new evolution of the Olympic Movement.

New generations of young Canadians, aged 15 to 18, became engaged with and developed a deeper understanding for the Olympic values of excellence, friendship and respect. These were explored through the Culture and Education Program (CEP), unveiled by the International Olympic Committee (IOC) for the first time in Singapore. On the competitive side, the Games comprised all 26 Olympic summer sports, some with innovative formats such as mixed-gender relays, combination cycling events, and three-on-three basketball.

Canada's 60 young athletes performed exceedingly well at these Games, supported by 23 coaches and eight dedicated COC mission team members. They were among 3,600 athletes from 204 countries.

In the spirit of sport, friendship and community outreach, the COC also

matched 15 Canadian Olympians (who have collectively won 18 medals) with members of the 2010 Youth Olympic Team as part of a first-ever mentorship program. It was a uniquely Canadian extension of the IOC's Athlete Role Models program, which appoints Olympians as role models for Youth Olympians.

For members of Canada's Youth Olympic Team, the Games were a unique, eye-opening experience that allowed them to compete amid an international multi-sport environment while becoming leaders and ambassadors of the Olympic Movement. Canadian athletes won 13 medals, led by triple Youth Olympic medallists Rachel Nicol and Tera van Beilen (both swimmers). Though podium results were not top of mind, the Team posted results that are promising for the future of many sports.

Next, the Youth Olympic Winter Games land in Innsbruck, Austria in January 2012.



Eye on the Future





ATHLETES

Own The Podium



ATOMIC



NOW HIGHLY REGARDED THE WORLD OVER, OWN THE PODIUM IS AN INNOVATIVE PROGRAM INITIALLY ENVISIONED AND DEVELOPED BY THE CANADIAN OLYMPIC COMMITTEE AND THE WINTER SPORT COMMUNITY WITH A GOAL TO GIVE SPORTS INCREASED TECHNICAL SUPPORT IN ORDER TO ACHIEVE GREATER OLYMPIC RESULTS.

The unprecedented initiative joined the COC together with key partners in the Canadian sport landscape – Sport Canada, the Canadian Paralympic Committee, and the Vancouver Organizing Committee (prior to Vancouver 2010) – in pursuit of excellence at the Summer and Winter Olympic and Paralympic Games. The Own the Podium program had tremendous influence on Canada's performance at the 2010 Olympic Winter Games. The 26 medals, along with great strides made by athletes in many sports, provided considerable evidence as to the program's value.

In the 2010-11 sport season, the Own the Podium program partners generated nearly \$20 million in funding for winter sports and more than \$31 million for summer sports.

The program's biggest contributor is the federal government. The COC directed nearly \$4 million to Own the Podium. This funding, channelled to targeted high performance sport programs, gives Canadian athletes the additional support they need to compete alongside the world's best.

The Canadian sport system is now bridging the record results achieved in Vancouver to prepare for new summer records at the London 2012 Olympic Games. The COC's goal for London 2012 is to place in the top-12 nations in the overall medal count, a pursuit supported by Own the Podium and its resources.

The methods vary from sport to sport, but there are specific factors that Own the Podium targets and addresses that can pay off for athletes. They include coaching development and support, specialized training camps for athletes, enhanced training programs and facilities, the utilization of cutting-edge technology, research and development of improved equipment and a highly refined sport medicine and science focus.



ATHLETES

Fundraising



WHISTLER
GOLF CLUB

THE CANADIAN OLYMPIC COMMITTEE IS A NATIONAL LEADER IN FUNDRAISING EFFORTS FOR ATHLETES, COACHES AND SPORTS. SUCH FINANCIAL HELP IS CRITICAL TO ATHLETES' CONTINUED TRAINING AND SUCCESS ON THE INTERNATIONAL SPORT CIRCUIT. THE COC WOULD LIKE TO THANK ALL ITS PARTNERS AND DONORS FOR THEIR VITAL CONTRIBUTIONS IN KEEPING THE OLYMPIC MOVEMENT STRONG IN CANADA.

CANADIAN OLYMPIC HALL OF FAME GALA

The Canadian Olympic Hall of Fame Gala Dinner and Induction Ceremony – detailed in this report – was a major facet of the COC's fundraising efforts in 2010. This unprecedented event in Montreal drew tremendous national profile, and raised \$2 million for the Canadian Olympic Team through the Canadian Olympic Foundation.

CANADIAN OLYMPIC FOUNDATION

For the COC's fundraising arm, 2010 was a year of restructuring. The Canadian Olympic Foundation continues to build a sustainable source of long-term funding for high performance sport – and Canada's athletes. The multi-faceted strategy in 2010 incorporated online giving, special events and a direct mail program.



In 2010, the Foundation raised \$4.29 million through general donations, special events and Olympic partners. It granted \$3 million to the Own the Podium program and other COC athlete programs.

A major initiative of 2010 was the resurrection of the Red Mittens that proved extremely popular leading up to the Vancouver Olympic Winter Games. In the fall of 2010, the Foundation teamed with the Hudson's Bay Company to introduce a new design of the Canadian Olympic Team Red Mittens. Net proceeds from sales benefit the Canadian Olympic Team through athlete development, coaching and equipment. Again the Red Mittens had great success, with more than \$4.7 million projected to be raised by spring of 2011.

The Foundation was the recipient of funds generated by Gold Medal Plates events in 2010. The series of culinary competitions featuring Canadian Olympians spread to nine cities and once again proved very popular. One unique initiative whose proceeds also went to the Foundation was the COLD-FX live mural experience. It featured an auction of 22 rare pieces of art that illustrated moments from each day of the 2010 Games.



CANADIAN OLYMPIC GOLF TOURNAMENT

The annual Canadian Olympic Golf Tournament presented by Bell was most recently held at the Whistler Golf Club in Whistler, British Columbia. On this spectacular course, a host of Olympians golfed alongside participants, while up-and-coming Olympic hopefuls partook in sport demonstrations, such as beach volleyball in the sand traps and fencing on the greens.

The tournament's primary purpose is to raise funds for Canada's high performance athletes. Proceeds from this major fundraising initiative benefit the Canadian Olympic Team. As well, 25% of the proceeds are invested directly back into high performance sport through the Canadian Sport Centres. The tournament relies heavily on the generous support of its sponsors, partners, donors and suppliers.

At the 2010 tournament, the COC raised just over \$100,000 of which 75% was directed to the Canadian Olympic Foundation and 25% to the Canadian Sport Centre Pacific. The demonstration sports included archery, volleyball, biathlon, wrestling, golf, badminton and fencing.

Athlete Excellence Fund

THE COC'S ATHLETE EXCELLENCE FUND (AEF) IS AN ATHLETE SUPPORT AND REWARD PROGRAM THAT PROVIDES CANADIAN ATHLETES WITH PERFORMANCE AWARDS. THE AEF FOLLOWS A FOUR-YEAR CYCLE IN REWARDING ATHLETIC PERFORMANCE. OLYMPIANS RECEIVE AWARDS OF \$20,000, \$15,000 AND \$10,000 FOR WINNING OLYMPIC GOLD, SILVER OR BRONZE MEDALS. THE PERFORMANCE REWARDS ARE THE SAME FOR EACH ATHLETE REGARDLESS OF WHETHER IT IS AN INDIVIDUAL OR TEAM SPORT.

The fund also provides monetary grants during non-Olympic years. Athletes who place in the top-five in years one or two, or top-four in year three in Olympic disciplines, each receive a \$5,000 grant. This is determined by their best performance at that year's highest-level competition (typically a World Championship).

In 2010, the COC was pleased to provide grants of \$1,825,000 from its Athlete Excellence Fund to 120 Canadian athletes. Here is the full list by sport:

2010 OLYMPIC MEDALLISTS: ① Gold ② Silver ③ Bronze

ROWING

Ashley Brzozowicz
Emma Darling
Rachelle de Jong
Krista Guloien
Janine Hanson
Darcy Marquardt
Andréanne Morin

FREESTYLE SKIING

Alex Bilodeau ①
Jenn Heil ②

GYMNASTICS

Rosannagh MacLennan
Lesley Thompson-Willie
Tracy Cameron
Lindsay Jennerich
Cameron Sylvester
Douglas Vandro

ICE HOCKEY (M)

Patrice Bergeron ①
Dan Boyle ①
Martin Brodeur ①
Sidney Crosby ①
Drew Doughty ①
Marc-André Fleury ①
Ryan Getzlaf ①
Dany Heatley ①
Jarome Iginla ①
Duncan Keith ①
Roberto Luongo ①
Patrick Marleau ①
Brenden Morrow ①
Rick Nash ①

ATHLETICS

Priscilla Lopes-Schliep

BOBSLEIGH

David Bissett ③
Lascelles Brown ③
Shelley-Ann Brown ②
Kaillie Humphries ①
Chris Le Bihan ③
Heather Moyse ①
Lyndon Rush ③
Helen Upperton ②

BOXING

Mary Spencer

CANOE-KAYAK

Richard Dalton

CURLING

Cori Bartel ②
Cheryl Bernard ②
Carolyn Darbyshire
McRorie ②
Adam Enright ①
Ben Hebert ①
Marc Kennedy ①
Kevin Martin ①
Kristie Moore ②
John Morris ①
Susan O'Connor ②

CYCLING

Catharine Pendrel
Tara Whitten

EQUESTRIAN

Hawley Bennett
Kyle Carter
Selena O'Hanlon
Eric Lamaze
Jonathon Miller
John Pearce

FIGURE SKATING

Scott Moir ①
Joannie Rochette ③
Tessa Virtue ①
Shannon Szabados ①
Sarah Vaillancourt ①
Catherine Ward ①
Hayley Wickenheiser ①

SKELETON

Jon Montgomery ①

SHORT TRACK

SPEED SKATING

Guillaume Bastille ①
Jessica Gregg ②
Charles Hamelin ①①
François Hamelin ①
Olivier Jean ①
Valérie Maltais ②
Kalyna Roberge ②
Marianne St.Gelais ②②
François-Louis
Tremblay ①③
Tania Vincent ②

SKI CROSS

Ashleigh McIvor ①

SNOWBOARD

Jasey-Jay Anderson ①
Maëlle Ricker ①
Mike Robertson ②

SPEED SKATING

Mathieu Giroux ①
Kristina Groves ②③
Clara Hughes ③
Lucas Makowsky ①
Denny Morrison ①
Christine Nesbitt ①

SYNCHRONIZED SWIMMING

Marie-Pier
Boudreau Gagnon

TRIATHLON

Paula Findlay

WRESTLING

Haislan Garcia
Ohenewa Akuffo
Carol Huynh
Tonya Verbeek
Martine Dugrenier

Post-Olympic Excellence Seminar



THE CANADIAN OLYMPIC COMMITTEE'S POST-OLYMPIC EXCELLENCE SEMINAR (POES) IS HELD SEVERAL MONTHS AFTER THE CONCLUSION OF AN OLYMPIC GAMES. IT IS AN IMPORTANT INITIATIVE DESIGNED TO ASSIST OLYMPIANS, BOTH TO CELEBRATE THEIR ACCOMPLISHMENTS IN SPORT AND TO PREPARE THEM FOR THEIR NEXT CAREER STEP. IT IS PART OF THE COC'S MISSION TO SUPPORT ATHLETES AFTER COMPETITION HAS ENDED.

The event is open to all Olympians who have competed in either of the previous two editions of the Olympic or Olympic Winter Games. These athletes need not to have officially retired from competition, but are those actively considering their life after competing in high performance sport.

LAKE LOUISE 2010

The POES event that followed the Vancouver Olympic Winter Games, held June 25-27, was hosted in the picturesque setting of Lake Louise. It was attended by 58 people, including 34 athletes, seven athlete service managers (representing six Canadian Sport Centres), three Steering Committee members – a group of Olympians

who guided the content and implementation of the program – and 10 guest speakers. Of the 34 athletes, 32 had competed at the Vancouver 2010 Olympic Winter Games, one was an Olympic veteran of 2006, and one a summer Olympian from 2008.

Guest speakers, touching on topics ranging from public speaking, planning, making transitions, personal branding, personal finance and entrepreneurship, included Olympians Therese Brisson, Cassie Campbell, Bruce Deacon, Kathy Kreiner-Phillips, Diane Jones Konahowski, Chris Farstad and Cary Mullen, as well as past COC Chief Executive Officer Chris Rudge. Back by popular demand as a POES keynote speaker was swimming icon

Mark Tewksbury, Canada's Chef de Mission for the London 2012 Olympic Games.

The three-day event included a sport psychologist speaking to the assembled Olympians, a "Berkman Method" assessment to understand one's underlying motivations and needs, and a mentorship program that matched interested POES attendees with older, retired Olympians who settled into careers aligned to their interests.

For Olympians leaving athletic competition and pursuing a new path in life, the transition can be very challenging and difficult. The COC's POES program continues to be a very valuable resource for this transition.



OLYMPIC VOICE

The Olympic Voice program provides paid public or private speaking opportunities for our national team and Olympic and Pan American athletes. It provides Canadian schools, businesses and community groups with access to athletes (both active and retired) who deliver motivational speeches, public appearances, keynote addresses, interactive sport demonstrations and autograph sessions.

In 2010, the COC fielded a total of 233 athlete requests, which generated \$378,473 for those high performance athletes. This represents a significant increase from 182 athlete requests and \$258,586 in 2009. In February 2010, the program experienced its most successful month ever, with 79 paid requests for Olympians and \$120,500 in athlete payments.

Olympians who participated to the greatest extent in the 2010 Olympic Voice program were figure skater Joannie Rochette, kayaker Adam van Koeverden, rower Adam Kreek, skeleton athlete Jeff Pain, triathlete Simon Whitfield and women's hockey players Becky Keller, Jen Botterill, Jayna Hefford, Tessa Bonhomme and Cassie Campbell.

ADOPT AN ATHLETE

In a program that both supports and profiles athletes while spreading the Olympic Movement through Canadian schools, Adopt An Athlete helps students learn the value of community contribution and personal excellence. The program sees students in a school or class "adopt" a Canadian athlete, with whom they develop a relationship over the span of one school year.

Via emails, classroom lessons and visits from the athlete, students are able to appreciate the life of a full-time high performance athlete. Athletes become positive role models and living examples of the Olympic values. Students also commit to small-scale fundraising initiatives in support of that athlete. In the 2010-11 school year, the COC had 67 athlete-school matches. The program has grown considerably since 2006-07 when there were 14 matches. There are 11 returning schools and 23 returning athletes from 2009-10.

Most athletes kept close contact with their respective schools, a connection displayed online in many cases. For example, Wilfrid Walker School (Regina) dedicated a section of its website to adopted speed skater Lucas Makowsky, who won gold at the 2010 Olympic Winter Games. As well, Summerland Middle School (Summerland, B.C.) dedicated part of its website to adopted freestyle skier Kristi Richards, who carries a small stuffed bear – a school mascot – with her as she competes around the globe.

OLYMPIANS CANADA

Through Olympians Canada, the COC helps foster Olympic spirit across Canada. Olympians Canada is a non-profit organization that motivates and encourages youth, while celebrating and honouring all members of Canadian Olympic Teams gone by.

In 2010, the organization ensured that Canadian Olympians played a role in the immense celebrations that were part of the Vancouver Games. As part of the Torch Relay, more than 130 spots were awarded to Canadian Olympians. Current and former Olympians also came together during the Opening Ceremony Dress Rehearsal where more than 250 Olympians stood in for athletes from various countries. As well, Olympians Canada helped ensure that athlete requests at hospitality events during the Games were fulfilled by retired Olympians so as to minimize the distraction for competing athletes. Olympians Canada placed Olympians at the Hudson's Bay Co., Birks, VANOC, Acer and RMOW events, among others.

THE CANADIAN OLYMPIC COMMITTEE IS A WORLD LEADER IN SPREADING OLYMPISM THROUGH EDUCATIONAL MEANS. THE CANADIAN OLYMPIC SCHOOL PROGRAM (COSP) WAS CREATED IN 1988 AND SINCE THEN HAS SERVED THE NATION'S TEACHERS WITH OLYMPIC-THEMED RESOURCES. IT IS FULLY SUPPORTED BY PREMIER NATIONAL PARTNER RBC.

In recent years, COSP curriculum has grown stronger, reaching a rising number of Canadian students and educators. Through it, elementary students learn the Olympic values of fairness, excellence, leadership, respect, physical activity and sustainability by studying the stories of famous Olympians. At the secondary school level, applied learning projects require students to use

acquired skills and theory to solve real-life Olympic problems.

In 2010, the number of COSP members: educators, parents, students, internationals and the Olympic family rose to 65,286, spread across all provinces and territories. This represents 402% growth from 2007, when membership was 13,000. Of this

group, 56,129 were educators: principles, teachers and librarians, and represented an increase of 368% from 12,000 in 2007. Now, COSP reaches an estimated 2 million Canadian students and had seen interest from 52 nations internationally.



Learn more at
www.Olympicschool.ca



Canadian Olympic School Program

A NEW 'CHALLENGE'

In 2010, COSP leaders were aggressive and progressive in developing new and engaging elements of the program. There was a tremendous opportunity in Canada, as 2010 Olympians became household names and the nation was enraptured with the Canadian Olympic Team and its human stories and record-breaking success.

An exciting new COSP program was built on the soaring Olympic spirit in Canada, acting as an engaging bridge between Vancouver 2010 and London 2012. It is a very special program that has engaged youth with Olympians during this school year, generating valuable classroom and community learning experiences.

It is the "Canadian Olympic School Program Challenge" and it inspires students to exercise their mind, body and character via these resources:

- Stories on 2010 Olympians Alex Bilodeau (Inclusion), Clara Hughes (Healthy Choices), John Morris (Healthy Active Living), Maëlle Ricker (Respect) and Joannie Rochette (Courage). Activities engage students in the lives of our Olympians and teach them how to apply those values to their own lives.
- Canadian Olympic Movement Skills resource promotes physical literacy, in partnership with PHE Canada. This new evolution is a focus on movement skills that reaches beyond school walls into the sport system. Making students physically literate helps them acquire sport skills needed in the COC's Long Term Athlete Development model.

- Podcasts from RBC Olympians help students apply Olympic values to their own lives by challenging them to be their "Personal Best" within their schools, communities and homes.
- New case studies allow students a unique look at the successes of the Vancouver Games and the Canadian Olympic Team. COSP case study material focuses on the development of the new Olympic brand, environmental sustainability featured at the Games, technology behind friction and winter sport, health and wellness of athletes, and volunteerism in Vancouver.

The fresh new Canadian Olympic School Program received high praise from the International Olympic Committee's Head of Education. The IOC featured COSP in its list of Olympic education resources that were showcased online.

In a national survey conducted by the COC in 2010, 88% of the 500 respondents ranked COSP as either "excellent" or "very good".

IN 2010, THE CANADIAN OLYMPIC COMMITTEE'S CORPORATE PARTNERS CONTINUED THEIR INCREDIBLE SUPPORT FOR ATHLETES, COACHES, AND THE OLYMPIC MOVEMENT IN CANADA. EACH AND EVERY ONE OF OUR PARTNERS CONTRIBUTED TO THE TREMENDOUS SUCCESS OF THE VANCOUVER GAMES IN THEIR OWN WAY. FROM PRODUCT AND SERVICE SUPPORT, TO ATHLETE FUNDING AND UNPRECEDENTED OLYMPIC CAMPAIGNS AND ACTIVATIONS, CANADA'S OLYMPIC PARTNERS HELPED CATAPULT THE OLYMPIC MOVEMENT INTO THE PSYCHE OF CANADIANS ACROSS THE COUNTRY.

Our National Partners stood above all in their commitment over the years leading up to the 2010 Games with employees engaged from coast to coast to coast. Some of their outstanding efforts and initiatives are highlighted below.

Premier National Partner **Bell** created the communications network that delivered 24,000 broadcasting hours of the Vancouver Games to an estimated 3.5 billion viewers around the world. Bell's efforts helped make the Games the most-watched of all time. Bell continued to show tremendous support for the Olympic Hall of Fame Gala and Olympic Golf Tournament and was an outstanding contributor to athletes in Canada. Bell's exemplary athlete programs include Bell Champions, Athlete and Executive Mentoring Program, RealChampions.ca and Athletes Connect – a program that provides free mobile phones and air time to more than 2,000 athletes each year.

Hudson's Bay Company is a very active Premier National Partner as the official

outfitter of the Canadian Olympic Team and producer of Hbc Canadian Olympic Apparel. In the fall of 2010, Hbc rolled out a successful second phase of the Red Mittens campaign, with net proceeds benefitting the Canadian Olympic Team. Hbc has demonstrated tremendous support for Canadian Olympians from 2006 through 2010 with its Athlete Support Program, contributing \$5,000 per year to 200 Canadian athletes at a total value of \$1 million.

As a supporter of Canada's Olympic Team since 1947, Premier National Partner **RBC** played a key role in sharing the Olympic Spirit with communities across the country as a co-presenting sponsorship of the Olympic Torch Relay. RBC continued to demonstrate commitment to the Olympic Movement through its invaluable involvement in the Canadian Olympic School Program in 2010 (detailed in this report) and its co-presenting sponsorship of the Hall of

Fame Gala in Montreal. In addition, the RBC Olympians Program continued to be strong after the Games, hiring athletes as community ambassadors and helping them gain skills valuable for life after sport.

It was another successful year for **Petro-Canada's** Fuelling Athlete and Coaching Excellence (FACE) program, targeting up-and-coming athletes by providing grants of up to \$4,000 each to 50 athletes and their coaches. Petro-Canada continued to take a leadership position in its support for the coaches and families of our athletes with the Coaches Recognition Evening during the Games, the Coaching Excellence Awards at their annual Sport Leadership sportif Conference and the Canadian Athlete Family Program. Finally, the uniquely Canadian James Worrall Flag Bearer Award provides recognition to opening and closing ceremony Canadian flag bearers.



GM continued their unwavering support of the athletes and coaches that make up the Canadian Olympic Team. GM provides grants to athletes through its Making Dreams Possible Program and continues to celebrate coaches across the country. In addition to GM's product support at the Games, they continued to support the Canadian Olympic Committee in 2010 through their presenting sponsorship of the Olympic Hall of Fame Gala.

"Truly Canadian" National Partner **RONA** continued its significant support of athletes through the Growing With Our Athletes Program, which provides financial support to 100 high performance summer and winter athletes, both Olympians and Olympic hopefuls. The aim is to assist athletes with living, training and competition expenses for up to five years. The results speak for themselves, 12 of the 14 gold medals won in Vancouver were by athletes participating in the Rona program. Rona continued to be a consistent supporter of Canadian Olympic Committee programs and events in 2010.

Many other partners demonstrated support for the Canadian Olympic Team and its athletes including **Air Canada's** Elite Podium Program, **General Mills' Aspiring Olympians Program**, **Molson's Fund a Champion** campaign and **Wrigley's C.H.E.W.** campaign, among others.

HOW OLYMPIC SPONSORSHIP WORKS

The COC continues to connect with sponsor partners building Olympic support and helping them achieve business objectives, in the run-up to London 2012. The Olympic brand has proven a valuable asset in corporate Canada and continues to build on the equity developed around the Vancouver Games.

Charlton Strategic Research Inc. found in a post-Olympic survey that the "Vancouver 2010 experience has strengthened interest in the Olympic brand¹." Whether it is the summer or Winter Games, the Olympic sport property is the gold standard that offers the greatest reach to all Canadians. Charlton found that overall Olympic impressions trended favourably, and in 2010 were significantly higher than in 2006 and 2008. Results show that Canadian viewers had a higher recall of many Vancouver 2010 sponsors, including Coke, McDonalds, RBC, Hbc, Visa, Bell, GM and RONA.

As the momentum of Vancouver turns to London, a focus on return on investment for Olympic sponsors is at an all-time high. There are many examples within our Olympic family of partners:

- Hbc has enjoyed a surging consumer awareness of its Olympic sponsorship and higher-than expected sales of Olympic clothing.

- General Mills' special 2010-inspired red T-shirt promotion was completely sold out, with 295,000 of the 400,000 available shirts snapped up in the first two months of the program.
- In the two quarters leading up to and including the 2010 Olympic Winter Games, COLD-FX experienced record-breaking profits.
- For Molson, the 2010 sponsorship led to a five percent increase in retail sales and first quarter growth for the first time in four years.
- Teck saw high participation in its Going for Gold employee engagement program and return in the form of enhanced productivity, morale, retention and recruitment.
- Weston Bakeries Ltd. earned silver for "best activity generating brand" at the 2010 Promo! Awards for its "Wonder+: Dreams Begin With Play" campaign.
- Purolator elevated its brand to new heights, instilled a sense of pride in its employees, and saw total revenue for 157 customers' hosted climb eight percent – double the organization's annual revenue growth rate.

Over the course of 2010, many of our partners received industry awards for exceptional Olympic brand activations. We would like to acknowledge all partners for their outstanding contribution to the Canadian Olympic Team and the Olympic Movement in Canada.

¹ Charlton Strategic Research Inc., "Focus on Vancouver 2010 – Olympic Sponsorship Impact Report"

SPREADING OLYMPISM

Olympic Partners in Action

A Social Media Charge

THE CANADIAN OLYMPIC TEAM IS INVESTING IN THIS EVER-GROWING MEDIA TREND AND BREAKING GROUND ON SEVERAL SOCIAL MEDIA PLATFORMS. THROUGH A STRONG FOCUS ON FACEBOOK AND TWITTER (@CDNOLYMPICTEAM) – THE WORLD’S LEADING SOCIAL NETWORKS – MANY OF THE COC’S KEY GOALS ARE FOSTERED.

Social media has provided a unique and seemingly limitless forum to spread Olympic spirit across the nation. The Canadian Olympic Team has plunged in to this online evolution, using its profile and influence to promote athletes and their accomplishments year-round, as well as promote the activities of all Canadian sport partners.

The Vancouver 2010 Olympic Winter Games drove Canadians in large numbers to the Canadian Olympic Team’s Facebook and Twitter accounts. And while the activity therein predictably slowed after the Games, the momentum continued. Canadians care more about their athletes now, the media’s interest has been piqued, and as such the Olympic Movement continues to advance via social media.



FACEBOOK

The Canadian Olympic Team’s Facebook page is one of the most-liked non-professional Canadian sport accounts. As such, it is the leader for high performance sport, operating as an umbrella to spread the messages from all sports, as well as the COC’s own initiatives. Many Canadians now turn to the COC’s Facebook page to voice their perspective on our sports and lend their support to athletes competing across the world. This has now evolved into year-round support for the athletes and provides them with extensive exposure outside of Olympic Games competition.

In 2010, it achieved the milestone of 100,000 fans. The COC’s Facebook page has shown dramatic growth in just a one-year period. On Jan. 1, 2010, there were approximately 7,000 fans. With Vancouver 2010 and the subsequent up rise of Olympic passion as a catalyst, that number jumped to approximately 103,000 on Jan. 1, 2011. For any given post on the Team’s Facebook page, there are routinely approximately 40,000 unique impressions.

The COC harnessed Facebook’s power and reach by running several contests to engage Canadians and keep the momentum going. No Facebook page is more dedicated specifically to Canadian amateur athletes than the Canadian Olympic Team’s.



TWITTER

Twitter is the second major social media channel for the Canadian Olympic Team. In February 2010, the number of followers hovered just below 3,000. One year later in February 2011, the number of followers exceeded 4,600. The Canadian Olympic Team uses this medium to track the updates and progress of Olympic and national team athletes, assist with spreading results and communication from sport partners and to bring a wider profile to the athletes that utilize Twitter – a number on the steady rise.

The Canadian Olympic Team Twitter account also provides a means to track social interest in the Team. The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet and can be used to categorize messages. The Team created the hashtag ‘#cdnolympic’ which is subsequently used on all ‘tweets’ from the COC. This helps consolidate all messages directly pertaining to Canadian Olympians and assists with observing the reach of our communication.

FINANCIAL STATEMENTS



STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2010

(IN THOUSANDS OF DOLLARS)

	2010	2009
	\$	\$
ASSETS		
Current assets		
Cash and cash equivalents	15,879	9,358
Receivables and deposits	6,925	4,279
	22,804	13,637
Investments	121,160	115,592
Capital assets	318	487
Total assets	144,282	129,716
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities	1,924	9,572
Deferred revenue	2,189	273
Current portion of lease inducement	30	0
	4,143	9,845
Lease inducement	42	0
Long-term deferred revenues	1,816	0
	1,858	0
Total liabilities	6,001	9,845
FUND BALANCES		
Externally restricted		
Petro-Canada Olympic Torch Scholarship Fund	8,252	8,035
Olympic Legacy Coaching fund	10,143	9,705
Own the Podium Fund	3,948	1,508
	22,343	19,248
General Fund		
Internally restricted		
Canadian Olympic Family Fund	103,074	98,205
Invested in capital assets	318	487
Unrestricted	12,546	1,931
	115,938	100,623
Total fund balances	138,281	119,871
Total liabilities and fund balances	144,282	129,716



STATEMENT OF OPERATIONS FOR THE PERIOD ENDING DECEMBER 31, 2010

(IN THOUSANDS OF DOLLARS)

	2010	2009
	\$	\$
Revenues		
Partner and marketing revenues	27,159	15,377
Interest	1,537	1,657
Dividends	1,607	1,882
Investment gain	6,506	14,763
Grants, donations and other	2,563	15,157
Total Revenues	39,372	48,836
Expenses		
Program and operating expenses	23,676	32,155
Grants and related expenses	0	2,121
Investment management fees	393	328
Total Expenditures	24,069	34,604
Excess (deficiency) of revenues over expenses	15,303	14,232



THE DETAILS

COC Members



Ken
Dool

Canadian Yachting Association / Association
Canadienne de Yachting

Martin
Groulet



Martin
Richard

President / Président



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SESSION MEMBERS

CLASS A (OLYMPIC)

Alpine Canada Robert Rousselle
 Athletics Canada Athlétisme Gordon Orlikow
 Badminton Canada Martha Deacon
 Biathlon Canada Joanne Thomson
 Bobsleigh Canada Skeleton Reid Morrison
 Canada Basketball Therese Quigley
 Canadian Amateur Boxing Association . . . Ed Blanchard
 Canadian Amateur Diving Association . . Gordon Peterson
 Canadian Curling Association Greg Stremlaw
 Canadian Cycling Association Pierre Blanchard
 Canadian Fencing Federation John Makela
 Canadian Freestyle Ski Association Peter Judge
 Canadian Luge Association Edward Moffat
 Canadian Modern Pentathlon Association . . Robert Noble
 Canadian Snowboard Federation Steven Hills
 Canadian Soccer Association . . . Dominique Maestracci
 Canadian Table Tennis Association David Jackson
 Canadian Team Handball Federation Rick Ryll
 Canadian Weightlifting Federation Paul Barrett
 Canadian Yachting Association John W Kerr
 CanoeKayak Canada Lorraine Lafrenière
 Cross Country Canada Jim McCarthy
 Equine Canada – Canada Hippique Kerri McGregor
 Federation of Canadian Archers Inc. Al Wills
 Field Hockey Canada Jean Forrest
 Gymnastics Canada Gymnastique Jean-Paul Caron
 Hockey Canada René Marcil
 Judo Canada Fred Blaney
 Lutte Canada Wrestling Tamara Medwidsky
 Nordic Combined Ski Canada Walter Savill
 Rowing Canada Aviron Michael Murphy
 Royal Canadian Golf Association Jeff Thompson
 Rugby Canada Richard Powers
 Shooting Federation of Canada Susan Verdier
 Skate Canada William Thompson
 Ski Jumping Canada Ron Read
 Speed Skating Canada Marie-Claire Rouleau
 Swimming Canada Natation Dan Thompson
 Synchro Canada Catherine Gosselin-Després
 Taekwondo Canada Eva Havaris
 Tennis Canada Tony Eames
 Triathlon Canada William J Hallett
 Volleyball Canada Wayne Hellquist
 Water Polo Canada Frank Meunier

CLASS P (PAN AMERICAN)

Baseball Canada Jim Baba
 Canadian Tenpin Federation Stan May
 National Karate Association of Canada Rebecca Khoury
 Racquetball Canada Ron Brown
 Roller Sports Canada Maxine McKenzie
 Softball Canada Kevin Quinn
 Squash Canada Cathy Tuckwell
 Water Ski and Wakeboard Canada Peter Person

CLASS O

(OLYMPIANS AND PAN AMERICAN TEAM MEMBERS)

Olympians Canada Charmaine Crooks
 Joel Finlay

CLASS B (AT-LARGE)

President Marcel Aubut
 Members at-large Thérèse Brisson
 Gene A Edworthy
 Peter Giles
 Diane Jones Konihowski
 Shane Pearsall
 Stephen G Podborski
 Wayne Russell
 Walter Sieber
 Tricia Smith
 Larry Smith
 Trevor Tiffany

CLASS C

(IOC MEMBERS IN CANADA – EX OFFICIO)

International Olympic Committee Richard W Pound
 Rebecca Scott
 James Worrall

CLASS F

(AC EXECUTIVE – EX OFFICIO)

AC – Chair Deidra Dionne
 AC – Vice Chair Adam Kreek
 AC – Executive Jeff Christie
 Jason Myslicki
 Rick Say
 Adam van Koeverden

CLASS H

(COACHES REPRESENTATIVE – EX OFFICIO)

Coaches of Canada Steven Sugar

CLASS J

(CANADIAN OLYMPIC FOUNDATION – EX OFFICIO)

Canadian Olympic Foundation Vacant

CLASS K

(IF PRESIDENTS IN CANADA – EX OFFICIO)

International Table Tennis Federation . . . Adham Sharara

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