



FINAL REPORT

**NIAGARA
2022**



**JEUX DU
CANADA
GAMES**

Niagara 2022 Canada Games
August 6 – 21, 2022



**Once,
and for all.**

**NIAGARA
2022**



**JEUX DU
CANADA
GAMES**

The Canada Games began as part of our nation's 1967 centennial festival. Intended to be a national celebration of youth, sport and culture, the Canada Games have provided a tremendous legacy for the many Canadian athletes that have participated in the Games, and the many communities across Canada that have hosted the Games.

Held every two years, alternating between winter and summer, the Canada Games are our country's marquee event for amateur sport - the highest level of national competition for thousands of up-and-coming Canadian athletes to represent their province or territory. The Canada Games have also served as a springboard for many of Canada's Olympic and world champions. Hosted on a rotation among Canada's provinces and territories, the 2022 Canada Games were the 28th Canada Games - but only the third Canada Games held in Ontario since their inception more than 50 years ago.

This opportunity to host the Canada Games captured the imagination and passion of Niagara. Niagara saw this as a tremendous opportunity for incredible growth – a powerful catalyst to help provide vital and transformative legacy for an entire region. Indeed, the 2022 Canada Games was the first Canada Games to be hosted by a region consisting of many municipalities.

Niagara also recognized that these Games would be a once-only opportunity for Niagara - when the Games return to Ontario many years from now, another highly competitive bid process is likely to occur. Therefore, Niagara envisioned a Canada Games that would be **“once, and for all”** - a Games that would **“inspire, transform and unify”**.

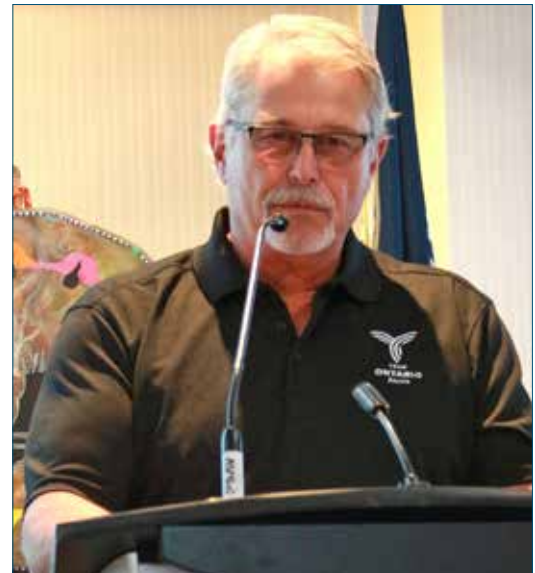
And Niagara nailed it!

The Niagara 2022 Canada Games were “spectacular” and “remarkable” - a Games that will “inspire generations of young Canadians” and leave “lasting legacies for the Niagara region”.

These Games were a “massive success - a huge success by any measure”.



The Honourable Pascale St-Onge, Minister of Sport and Minister responsible for the Economic Development Agency of Canada for the Regions of Quebec



The Honourable Neil Lumsden, Ontario Minister of Tourism, Culture and Sport

And this phenomenal success was achieved despite the many challenges posed by a global COVID pandemic that caused these Games to be postponed for one year - from 2021 to 2022.

This is the story of the Niagara 2022 Canada Games.

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LAND ACKNOWLEDGEMENT

Niagara Region is situated on treaty land. This land is steeped in the rich history of the First Nations such as the Hattiwendaronk, the Haudenosaunee, and the Anishinaabe, including the Mississaugas of the Credit First Nation. There are many First Nations, Métis, and Inuit people from across Turtle Island that live and work in Niagara today. The Niagara 2022 Canada Summer Games stands with all Indigenous people, past and present, in promoting the wise stewardship of the lands on which we live.

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NIAGARA'S VISION AND MISSION

The vision and mission for the 2022 Canada Games was developed by the Niagara Host Society's Board of Directors, a tremendously experienced team of community leaders that were inspired by the opportunity to organize a Canada Games that would **"inspire, transform and unify"** - a Canada Games that would:

"provide a transformative Canada Games experience for the Games participants and the people of Niagara, and in doing so, create stronger communities".



The Niagara Host Society Board of Directors acknowledges the wonderful passion and tremendous support of fellow Board member, Sandie Bellows, who sadly passed away in October, 2021.



DOUG HAMILTON
Board Chair

Nominated by Niagara Region

WADE STAYZER
Board Treasurer and Secretary

Chair of Finance and Audit Committee

ELEANOR MCMAHON

Nominated by Federal Government

JOEL NODEN

Nominated by Ontario Government

MICHELE-ELISE BURNETT

ROB DEPETRIS

MARY DE SOUSA

Chair of Marketing and Communications Committee

MARIO D'UVA

Chair of Infrastructure Committee

ELIZABETH GRIMMOND

SEAN KENNEDY

KAREN NATHO

MICHELE O'KEEFE

Chair of Legacy Committee

LIZ PALMIERI

Chair of Governance Committee

MARY TURNER

DAVID VERES

Chair of Human Resource Committee

DEBBIE ZIMMERMAN

Kelly-Ann Paul
Canada Games Council Observer

Leslie Murray
Federal Government Observer

Ron Tripp and Todd Harrison
Niagara Region Observers

NIAGARA'S PLAN FOR THE 2022 CANADA GAMES

Niagara's plan to achieve its lofty vision and mission for these Games was based on four pillars of growth:

FOR THE ATHLETES

To provide a phenomenal experience for the 5000 athletes competing at the 2022 Canada Games – an experience that would propel their development, allow them to perform their best and inspire them to dream big.

FOR SPORT

To provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario and Canadian sport development.

FOR NIAGARA

To provide a legacy of infrastructure, community programs and spirit that would be transformative for Niagara.

FOR THE CANADA GAMES

To provide an unmatched podium to build upon the success of previous Canada Games and strengthen the Canada Games property.

As discussed in this Final Report, Niagara delivered - on its vision, on its mission, and on every one of these pillars of growth!



The Niagara 2022 Canada Games featured 18 different sports and included competitions for able-bodied athletes as well as for athletes with physical and intellectual disabilities.

These Games included an inaugural women's rugby competition, the return of men's lacrosse after a 37-year absence and the first-ever women's lacrosse competition in the history of the Canada Games.



**PHENOMENAL
ATHLETE
EXPERIENCE**

Athlete-Focussed Plan

Niagara recognized that, for most of the young athletes competing at these Games, this would be their first multi-sport Games experience, and for some, the first sport competition where they would travel far from home.

Therefore, when it organized these Games, Niagara considered many factors that could enhance the experience of the athletes and provide them with:

- A welcoming and comfortable Athlete Village - the residences at Brock University were an ideal home away from home;
- Excellent competition venues - including the newly built Canada Games Park which hosted competitions in four sports;
- Easy travel - many athletes were able to walk from the Athlete Village to their competitions;
- Athlete-centred and inspiring ceremonies; and
- Enjoyable and inclusive entertainment in the Athlete Village and at nearby Niagara Place.



SPORTS AND COMPETITION VENUES

	Athletics (included para and Special Olympic athletes)	Canada Games Park
	Baseball (male)	Niagara Falls (Oakes Park) and Welland Baseball Stadium
	Basketball	St. Catharines (Meridian Centre) and Niagara College
	Box Lacrosse	Canada Games Park
	Canoe Kayak	Welland International Flatwater Centre
	Cycling	Brock University (Criterium) Pelham (Road Race) Wainfleet (Time Trial) St. Catharines (Twelve Mile Creek Mountain Bike Course)
	Diving	Eleanor Misener Aquatic Centre (Springboard) Etobicoke Olympium (Platform)
	Golf	Legends on the Niagara
	Rowing	Henley Rowing Course
	Rugby Sevens (female)	Brock University
	Sailing (included para athletes)	Niagara on the Lake Sailing Club
	Soccer	Welland (Youngs Sportsplex)
	Softball	Grimsby (Southward Community Park)
	Swimming (included para and Special Olympic athletes)	Eleanor Misener Aquatic Centre Welland International Flatwater Centre (Open Water)
	Tennis	Niagara-on-the-Lake and Welland Tennis Clubs
	Triathlon	Welland International Flatwater Centre
	Volleyball	Canada Games Park (Beach) Canada Games Park and Niagara College (Indoor)
	Wrestling	Canada Games Park

Tremendous Volunteer and Staff Support

To deliver its plan, Niagara recruited over 3,600 volunteers into its Meridian Volunteer Program — including more than 400 planning volunteers who successfully overcame the many challenges of planning and delivering Canada's marquee sporting event despite a global COVID pandemic that started more than two years prior to these Games, and the event's postponement from 2021 to 2022 due to the pandemic. These planning volunteers worked under the direction of a volunteer committee referred to as the **Games Services Committee**, which included representatives responsible for overseeing many of the key functional areas of these Games.

Meridian™
VOLUNTEER
PROGRAM

3,600+

total volunteers

400+

**leadership planning
volunteers**

100,000+

hours of support



GAMES SERVICES COMMITTEE

BILL FENWICK	Chair, Games Services Committee
JANE ARKELL	Chair, Accessibility
MARCEL CASTONGUAY	Chair, Mission Services
CHRISTIAN CASUPANAN	Chair, Partnership Activation
STU ELEY	Chair, Security and Essential Services
ROB FOSTER	Chair, Technology
ELIZABETH GRIMMOND	Chair, Administration
HARVIE HAGERTY	Chair, Venues
LYNN HAMILTON	Chair, Sport
TONY MATTIACCI	Chair, Event Services
BRIAN MCANDREW	Chair, Media
JENNIFER MCGREGOR	Chair, Merchandising and Ticketing
GERRY MCILHONE	Chair, Transportation
DEREK MCNALLY	Chair, Medical Services
SUE MORIN	Chair, Official Languages
NICOLE PERREAULT	Chair, Protocol
CAROL PHILLIPS	Chair, Volunteer Services
CRYSTAL RABLEY	Chair, Sustainability
HALYA RUDIAK	Chair, Athletes Village
CRAIG STELEY	Chair, Fit-Out
CANDICE TURNER-SMITH	Chair, Artistic Festivals
PETER VAN HELSDINGEN	Chair, Food and Beverage



During the two weeks of these Games, Niagara's tremendous volunteer team contributed over 100,000 hours of volunteer support to ensure the success of these Games.

And they did so with a smile.

As a long-time coach from New Brunswick exclaimed:

*“the whole event was second to none”,
and a key reason was that
“the volunteers were constantly smiling”.*



Niagara's tremendous volunteer team was extremely well-supported by a small staff team that was led by:

BARRY WRIGHT
CEO

VITTORIA WIKSTON
Marketing and
Community
Development

MARLEEN MCMASTER
People,
Finance and
Admin

COURTNEY ROFFEL
Project
Manager

DAN KENNEDY
Procurement
and Contracts

MATHEW MILNE
Sponsorships





Incredible Spectator
Enthusiasm



"Anyone who made the effort to get out to Canada Games Park or one of the other venues around Niagara that hosted competitions over the past two weeks witnessed the best sport has to offer."

Niagara Dailies

The Niagara 2022 Canada Games welcomed more than 300,000 spectators to its competitions, cultural festivals and ceremonies — more spectators than any previous Canada Games.

And those spectators were enthusiastic in their support of the Games' athletes. From their parade into the Opening Ceremony before a capacity crowd until the fireworks celebration at the Closing Ceremony attended by more than 30,000 spectators, the athletes at these Games were warmly welcomed and cheered. On the first day of competition at these Games, thousands of fans filed into the Walker Sports & Abilities Centre at Canada Games Park to watch the first-ever female lacrosse game in Canada Games history. And this enthusiastic spectator support would continue for all of the sport competitions.





Amazing Athlete Performances

Eekeeluak Avalak, first Inuk and Nunavut athlete to win a gold medal at a Canada Games.

Importantly, this athlete-focussed plan, tremendous volunteer support and incredible spectator enthusiasm inspired the athletes competing at the Niagara 2022 Canada Games to perform their best - indeed, they broke over 40 Canada Games records!

This success was perhaps best epitomized by **Eekeeluak Avalak** - the 18-year-old wrestler from Cambridge Bay who became the first Inuk and Nunavut athlete to win a gold medal at a Canada Games. His achievement also provided Nunavut with just its second medal in Canada Games history, and its first since 2007.

And many other athletes at the Niagara 2022 Canada Games achieved tremendous success, including:

- Newfoundland and Labrador's **Jaida Lee**, who made history by being the first woman to compete in baseball, an all-male sport at the Canada Games;
- Ontario swimmer, **Julie Brousseau**, who won a record-tying 11 medals;



Pitcher, Jaida Lee, Newfoundland and Labrador



Ontario's swimmer **Julie Brousseau**

- Brousseau and her Ontario teammate, para swimmer **Katie Cosgriffe**, who both equalled the most gold medals won by a female athlete at a Canada Games with 6;
- New Brunswick para swimmer, **Jesse Canney**, who became his Province's most decorated athlete in Canada Games history with 9 career medals, winning 6 of them at these Games;
- Newfoundland and Labrador swimmer, **Chris Weeks**, who won his Province's first gold medal at a Canada Summer Games in 21 years; and
- Many of the athletes at the **canoe kayak** competition where 14 Canada Games records were broken.



Ontario' para swimmer Katie Cosgriffe



Jesse Canney, representing New Brunswick



Chris Weeks, Newfoundland and Labrador













It's no wonder that the feedback from the athletes was so positive. According to a participant survey conducted by the Canada Games Council, most (70%) of the athletes at the Niagara 2022 Canada Games rated their overall experience as excellent, and the vast majority (94%) said it was either excellent or good.

Compared to previous Canada Games, the athletes at the Niagara 2022 Canada Games were most favourably impressed with:

- The safe and inclusive environment;
- The accommodations at the Athlete Village;
- The food and entertainment at the Athlete Village;
- The Opening Ceremony; and
- The other festival sites at the Niagara 2022 Canada Games.

And the athletes graciously reciprocated by demonstrating their appreciation to Niagara - through their warm smiles and enthusiastic "thank you's" and their support of local programs such as the **Niagara Children's Centre**.



Team Results and Games Awards

	CONTINGENT	GOLD	SILVER	BRONZE	TOTAL
	Ontario	86	60	52	198
	Quebec	49	51	42	142
	British Columbia	34	51	43	128
	Alberta	35	33	43	111
	Nova Scotia	22	15	19	56
	Manitoba	10	10	17	37
	Saskatchewan	3	13	16	32
	New Brunswick	4	6	9	19
	Newfoundland and Labrador	1	6	2	9
	Prince Edward Island	1	0	1	2
	Nunavut	1	0	0	1
	Northwest Territories	0	0	0	0
	Yukon	0	0	0	0





Centennial Cup – presented to the province or territory that shows the greatest improvement from one Summer Games or one Winter Games to the next:

TEAM ALBERTA which earned its second-highest medal count in Games history (111), highlighted by 35 gold medals — the most it has won at a Summer Games.

Jack Pelech Award – presented to the provincial or territorial team whose athletes, coaches, managers, and mission staff best combine competitive performance, good sportsmanship and a spirit of fair play, cooperation, and friendship:

TEAM NUNAVUT – This was the first award for Team Nunavut in Canada Games history.

Claude Hardy Award – recognizes the talents and dedication of a provincial or territorial Mission Team:

TEAM ONTARIO – just the second time Ontario has ever won this award.

Paul Flaherty Award – presented to an outstanding Host Society volunteer for each week of the Games:

TIM BREADMAN – Mountain Bike Sport Lead (Week 1)

CANDICE TURNER-SMITH – Chair of Artistic Festivals (Week 2)

Pat Lechelt True Sport Award – presented to an athlete for each week of the Games who exemplified the True Sport principles on and off the field of play:

DECLAN WALSH (Team Newfoundland & Labrador - Week 1)

ARCEL SIOSAN (Team Yukon - Week 2)

Roland Michener Award – presented to an outstanding male and female athlete who exemplify leadership, cooperation and excellence on and off the field of play:

AVA CAREW – Canoe Kayak, Team Nova Scotia

SKYLER VARGA – Volleyball, Team Saskatchewan



Canada Games Hall of Honour – at each Games, the Canada Games Council announces new inductees to its Hall of Honour. The Hall of Honour inductees announced at the Niagara 2022 Canada Games were:

BRIAN MCKEEVER
Athlete

STEVE NASH
Athlete

DON GOODWIN
Builder

TOM QUINN
Builder

STACEY ALLASTER
Distinguished Alum

MICHAEL STRANGE
Distinguished Alum





Vital Legacy for Sport

Another goal of the Niagara 2022 Canada Games was to provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario and Canadian sport development.

And, again, Niagara delivered.









The Development of Lacrosse

In 1994, Canada enacted the *National Sports of Canada Act*, which declared lacrosse to be the national summer sport of Canada. However, since then, lacrosse had not been included in the Canada Games.

Indeed, lacrosse was last included in the Canada Games in 1985, and the lacrosse competition at those Games was for men only. Prior to the 2022 Canada Games, women had never competed in lacrosse in any of the previous 27 Canada Games. And when Niagara was awarded the opportunity to host the 28th edition of the Canada Games, lacrosse was not one of the 17 sports on the program.

However, soon after Niagara was awarded the opportunity to host the Canada Games, the Niagara Host Society reached out to include the Indigenous community in the planning for these Games. And the message from the Indigenous community was clear: lacrosse needed to be part of the Canada Games — a message that was especially championed by Ava Hill, then Chief of the Six Nations of the Grand River.

As Chief Hill explained:

“Lacrosse is what we call the Creator’s Game. It’s something that we have been playing for thousands of years amongst the Haudenosaunee people. It’s been used as medicine, and it’s been used as well to settle disputes. It’s very important to us as Indigenous people because of the history of it and because it’s passed on to our young.”



The inclusion of lacrosse in the 2022 Canada Games was also supported by Lacrosse Canada and many others in the Niagara lacrosse community, which is home to the Ontario Lacrosse Hall of Fame as well as the St. Catharines Athletics, a lacrosse organization that has thrived in Niagara since 1877.



In April 2019, the Federal Government announced that it would provide additional funding for the inclusion of lacrosse (for both men and women) as a pilot project in the Niagara 2022 Canada Games.

The lacrosse competition at the Niagara 2022 Canada Games was held during both weeks of these Games - one week for the women's competition and one week for the men's competition. There were 9 teams in each of the women's and men's competitions - a total of 396 participants.

Held in the Walker Sports and Abilities Centre at the newly built sports hub for the Niagara 2022 Canada Games (Canada Games Park), the lacrosse competition at these Games was hugely popular for spectators. Indeed, the lacrosse competition at the Niagara 2022 Canada Games had more spectators than any other sport competition at these Games - with more than **16,000 spectators** over the two weeks of these Games. As well, the lacrosse competition at these Games was also extremely popular on the Games' streaming platform, with close to **100,000 viewers** tuning in online to watch.

16,000

spectators

100,000

viewers



18 teams (9 women and 9 men)

396 participants

The addition of lacrosse to the Niagara 2022 Canada Games was hugely impactful for several reasons. One key reason concerned the development of Indigenous sport.

As Minister Duncan explained, the addition of lacrosse to these Games “**is a major milestone in the promotion of Indigenous sport development**”.

The Aboriginal Sport Circle agreed: “the inclusion of lacrosse as a pilot project in the [2022] Canada Summer Games is an important step forward in Canada’s reconciliation efforts. It acknowledges the important role that lacrosse has played in Canada’s history, and brings attention to the central place of Indigenous people in that story. It also signals to us a system that is more willing to engage in meaningful discussions about how to implement the Truth and Reconciliation Commission’s Calls to Action in the sport sector.”

Another key reason was the boost that the addition of lacrosse to these Canada Games provided for the development of lacrosse in Canada.

Following these Games, Lacrosse Canada hosted a meeting for all provincial lacrosse associations and sought feedback about the inclusion of lacrosse in the 2022 Canada Games. The feedback was summarized as follows:

“Feedback was unanimous, across each and every single Provincial Association, that the lacrosse events at the Canada Games were, far and away, the absolute best national-level event that any of their membership had ever taken part in. From their sport leads, to their coaches, to players and families... their feedback was the same and wildly positive: “the best-ever tournament”, “never been at such an incredibly organized and wonderful event”, and “the best national event that has ever been put forward for lacrosse in Canada”.

The inclusion of lacrosse in the Niagara 2022 Canada Games helped to increase participation in lacrosse and aided in the sport’s development nationwide. This was particularly so for women’s lacrosse programs across Canada that were able to leverage the inclusion of lacrosse in the 2022 Canada Games as a way to grow the sport in their respective province or territory.

Following these Games, Canada’s Minister of Sport, Pascale St-Onge, announced that lacrosse will be included in all future Canada Summer Games.



New and Upgraded Sport Facilities

Multi-sport Games are a powerful catalyst for infrastructure development. Hosting a Games provides an opportunity to leverage essential upper-level government funding to develop facilities that provide tremendous benefits for host communities.

During its Bid for these Canada Games, Niagara identified a number of new sport facilities and upgrades to existing sport facilities that would be required to host the Games. These required sport facilities included a new athletics facility and a new beach volleyball facility that were to be located at Canada Games Park, a new sport complex adjacent to Brock University's campus.

Niagara also saw these Canada Games as a critical opportunity to develop additional and much-needed legacy facilities. Therefore, its Bid for these Games proposed that, in addition to the required sport facilities, Niagara hoped to build two key legacy facilities – a Sports and Abilities Centre at Canada Games Park and a Rowing Centre on Henley Island.

The Walker Sports and Abilities Centre at Canada Games Park





The concept for the Walker Sports and Abilities Centre originated from the City of St. Catharines' 2015 Recreation Facility and Programming Master Plan, and from Brock University's interest in developing a new athletic complex.

The St. Catharines Master Plan identified the need for new "multi-use" and "multi-generational" sport and recreation facilities that contain "something for everybody", and would create "year-round hubs of community activity" and opportunities for sport tourism. The St. Catharines Master Plan also called for the City to "initiate potential partnership discussions with an educational institution, area municipality, or other suitable partner to construct a new arena complex". Niagara's Bid for these Canada Games proposed that this Sports and Abilities Centre be located at Canada Games Park - on property owned by Brock University adjacent to its main campus.



The Neil Campbell Rowing Centre





The Henley Rowing Course in St. Catharines has hosted provincial, national and international rowing competitions for more than 100 years, and in 2024 will once again host the World Rowing Championships. However, while the Henley Rowing Course is a wonderful watercourse for rowing, it lacked essential off-water training and support facilities. A new Rowing Centre at the Henley Rowing Course would provide these facilities, and was therefore included as part of Niagara's vision for these Games.



THIS VISION CAME TO FRUITION

Niagara's Bid for these Canada Games contemplated that there would be no financial risk associated with this plan to build these two key legacy facilities. The sport facilities required to host these Games would be funded by the capital funding committed by the government stakeholders during the Bid. Niagara's Bid contemplated that, because the two key legacy facilities were not required for these Games, they would only be developed if additional funding was obtained.

After the Niagara Host Society was formed, it proceeded to prepare a comprehensive business plan to support the development of these two key legacy facilities and sought the additional funding required for their development. All levels of government supported this business plan, and with their tremendous support, the Niagara Host Society was able to deliver all of the sport facilities envisioned by Niagara's Bid for these Games - both the new and upgraded sport facilities that were required to host these Games, and both of the key legacy facilities that were envisioned.



Therefore, the new sport facilities developed for the Niagara 2022 Canada Games include:

- The Walker Sports and Abilities Centre at Canada Games Park which includes:
 - The David S. Howes Sport Performance Centre;
 - The Triangle Gymnasium - a multi-purpose fieldhouse with four gymnasiums;
 - The Brock-Niagara Centre for Health and Well-Being;
 - The Algoma Central Arena and GFL Environmental Arena;
 - The Haj Ahmad Family Track - an indoor 200 m. running and walking track;
- The GFL International Track and Field Centre at Canada Games Park;
- A new beach volleyball centre at Canada Games Park; and
- The Neil Campbell Rowing Centre.

Importantly, many existing sport facilities in Niagara also received vital upgrades, including:

- Improvements to the mountain bike trails along 12 Mile Creek in St. Catharines;
- Improvements to the diving and swimming facilities at the Eleanor Misener Aquatic Centre at Brock University;
- A new scoreboard and other improvements at the Welland Baseball Stadium;
- Upgrades to the Oakes Park baseball complex in Niagara Falls; and
- Upgrades to the Southward Community Park softball complex in Grimsby.



Oakes Park, Niagara Falls



Eleanor Misener Aquatic Centre



Niagara Trail Maintenance Association volunteers at Twelve Mile Creek Mountain Bike Course



Twelve Mile Creek Mountain Bike Course



Welland Baseball Stadium

Sport Equipment

A large amount of new sport equipment was also purchased to support the various sport competitions at these Games. This sport equipment continues to be available for community use and includes:

- A basketball floor was purchased for the 2018 FIBA U18 Basketball Championship and to host the basketball competition at these Games. This basketball floor will continue to be used at the Meridian Centre in St. Catharines and at other venues;
- Wrestling mats were purchased for the 2019 Canadian Olympic Wrestling Trials and to host the wrestling competition at these Games. These mats will continue to be used at the Walker Sports and Abilities Centre and at other venues;
- Turf floors were purchased for the lacrosse competition at these Games and will continue to be used at the Walker Sports and Abilities Centre and at other venues;
- Athletics equipment was purchased for these Games and will continue to be used at the GFL International Track and Field Centre at Canada Games Park; and
- A large amount of sport equipment was donated and distributed to sport clubs across Niagara after these Games.

Parasport Development

The new and upgraded sport facilities and equipment developed for these Games also helped to address an urgent need for more accessible sport facilities in Niagara and its relatively large disability community. For example, the Triangle Gymnasium at the Walker Sports and Abilities Centre was designed to accommodate several parasports. Further, the two arenas at the Walker Sports and Abilities Centre were designed to support the requirements for para ice hockey.

ParaSport Ontario was a key partner at these Games and showcased many different adaptive sports at the Games' festivals - both at Niagara Place and at many of the 13 for 13 festival events.



Jeff Tiessen, ParaSport Ontario's Managing Director of Special Projects, reported that:

"it was a great experience for ParaSport Ontario, and our regional and provincial sports org hosts, at Niagara Place over the 15 days - there's great momentum for adaptive sport in Niagara right now."

Jeff also expressed his "heartfelt congratulations for producing an exceptional games experience" and said:

"'Best Ever'" is a calling card of all major games, as we all know, and there's no doubt Niagara '22 is wearing that badge."



Hosting the 2022 Canada Games has advanced sport in Niagara in many ways. And many involved with this phenomenal event are very interested in building on this success. To help do so, the Niagara Host Society established a new sport organization that has been called “Sport Niagara”. Sport Niagara will be focused on advancing sport in Niagara, including supporting the bidding for and hosting of future sport events in Niagara.

SPORT HOSTING

The vital importance of tourism and sport tourism to Niagara’s economy cannot be underestimated. Tourism is a key sector for our economy and the sports industry is a significant contributor and an important opportunity for growth. The new and upgraded sport facilities and equipment from these Games will be critical to the hosting of many future sport events in Niagara. As well, those in Niagara that organized the 2022 Canada Games have gained tremendous experience through the hosting of not only these Games but also the extremely successful events leading up to these Games such as the 2018 FIBA U18 Basketball Championship and the 2019 Canadian Olympic Wrestling Trials. The recruitment and training of thousands of volunteers for the 2022 Canada Games has fostered an ongoing community spirit, capacity, and support of volunteerism that will further enhance the opportunity for Niagara to host future sport events. Sport Niagara will work to seize this opportunity and build on the success of the 2022 Canada Games.



Naming of the David S. Howes Sport Performance Centre

Bryan Rose, Executive Director, Niagara Community Foundation

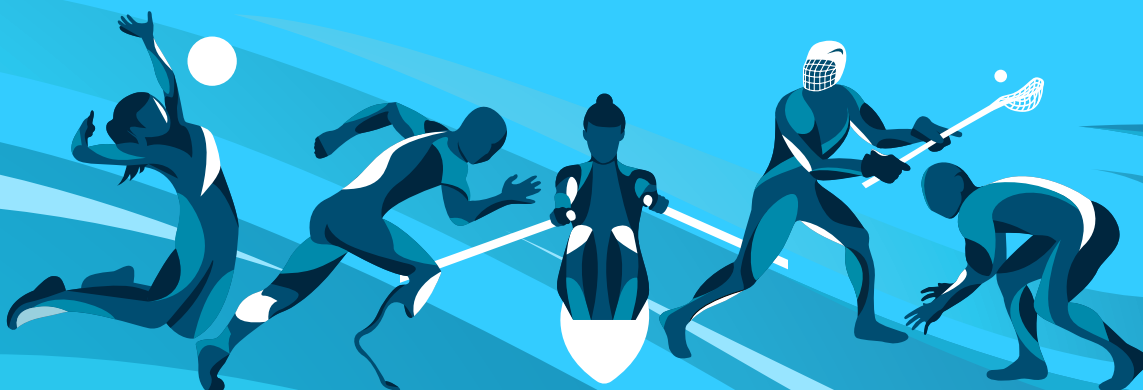
Doug Hamilton, Chair, Niagara Host Society

Ian Gordon, Chair, Canadian Sport Institute Ontario

Michele O’Keefe, Chair, Niagara 2022 Legacy Committee

SPORT PROGRAMS

In addition to helping to attract and deliver future sport events in Niagara, Sport Niagara will support various high performance and community sport programs. For example, in partnership with the Canadian Sport Institute Ontario, Sport Niagara will help to provide sport performance services and programs for high-performance and developing athletes and coaches at the **David S. Howes Sport Performance Centre** at Canada Games Park – world-leading services and programs that will help develop future generations of sport champions from Niagara.



Transformative Legacy for Niagara

Another pillar of growth for these Games was to provide a legacy of infrastructure, community programs and spirit that would be transformative for Niagara.

And, once again, Niagara delivered.

Facilities to Improve Community Health And Wellness

In addition to supporting sport programs across Niagara, the new and upgraded facilities and equipment developed for the 2022 Canada Games will also be used for many community health and wellness programs. For example, as originally envisioned, Canada Games Park is a multi-use and multi-generational sport and recreation facility that contains something for everybody and will be a year-round hub of community activity. The Walker Sports and Abilities Centre at Canada Games Park is fully accessible and has been designed to accommodate users with stability or mobility challenges.

Canada Games Park will support vital community health and wellness programs and activities such as:

- Programs for people with special needs and seniors at the Brock-Niagara Centre for Health and Well-Being;
- Parasport and other community health and wellness programs at the Triangle Gymnasium (a multi-purpose fieldhouse with four gymnasiums designed to accommodate several parasports) and the Haj Ahmad Family Track (an indoor 200 m. running and walking track); and
- Cycling and hiking on the Trans Canada Trail, the Bruce Trail and the many other trails that connect to Canada Games Park, including the mountain bike course along Twelve Mile Creek developed for the 2022 Canada Games.



Environmental sustainability was also an important consideration in the design of the facilities developed for these Games. For example, the Walker Sports and Abilities Centre has many features to reduce the facility's energy draw, and the Neil Campbell Rowing Centre has been designed as a net-zero energy and zero carbon building.

Finally, to further support their appeal for community use, the facilities developed for these Games were designed to be welcoming. Indeed, both the Walker Sports and Abilities Centre and the Neil Campbell Rowing Centre recently won Niagara Region Design Awards:

Neil Campbell Rowing Centre - GRAND PRIZE AWARD

Jury's Comments - This elegant project was awarded a Grand Prize for the best new building. The design is a master class in "less is so much more"; showing what can be achieved with the least amount of ornamentation to beautifully capture a space that connects to its surroundings. The graceful simplicity and openness of the built form partly floats above the water; perfectly evoking the essence of the sport it serves. There is a stunning transparency through the building to the water and a beautiful glow at night.

Walker Sports and Abilities Centre - AWARD FOR OUTSTANDING ACHIEVEMENT

Jury's Comments - The building and outdoor athletic facilities are brilliantly executed, resulting in a game changer for this underutilized corner of the Brock campus. The scale and program of this project is complex and was executed in such a skillfully thoughtful way. The facility redefines the area with its unique and sophisticated design identity, and its sense of openness and invitation presents a strong connection with the community it serves.





Community Spirit and Engagement

There were many programs and activities that helped Niagara achieve its vision for these Games - to inspire, transform, unify - and to raise community spirit and engagement.

These included programs and activities relating to:

- Inclusion in these Games;
- Shelly, and the important Games' messages that Shelly helped to deliver;
- An extensive pre-Games community engagement program;
- An innovative and encompassing torch relay program;
- An inspiring anthem for these Games - "*Steel Heart*";
- The inclusive design of the Games' medal;
- Inspiring and engaging Opening and Closing Ceremonies; and
- Engaging and inclusive cultural festivals.

Inclusion

During its initial visioning workshop for the 2022 Canada Games, the Niagara Host Society decided that “inclusion” would be one of its core values and planned many programs to help achieve this value.

For example, the Niagara Host Society placed an emphasis on ensuring that Indigenous peoples, especially those who call Niagara home, had a meaningful voice in the planning and delivery of the 2022 Canada Games.

This was done through the formation of an **Indigenous Partnership Council** comprised of representatives from local, provincial and national Indigenous communities and groups, who worked collaboratively with the Niagara Host Society in an effort to reinforce the presence and engagement of Indigenous communities in the events leading up to and during the Niagara 2022 Canada Games.



These Games marked the first time that a Canada Games Host Society had ever partnered with a Council represented by various Indigenous communities. This collaborative approach assisted in the development of many programs for these Games that had meaningful Indigenous involvement.



And many of these programs centred around the addition of lacrosse to these Canada Games. Many Indigenous community members attended these Games to watch the lacrosse competition and enjoy the cultural programs and festivities at these Games that highlighted lacrosse.

Lacrosse was featured on centre stage at the 2022 Canada Games — hosted during both weeks of these Games at Niagara's new sports hub, Canada Games Park. Canada Games Park was also home to Niagara Place, the Games' cultural festival site, and it was there that the Community of Nations activation celebrated the return of the Creator's Game to the Canada Games, and informed people about lacrosse's roots and the cultural significance of lacrosse for Indigenous peoples. Lacrosse's inclusion in these Games also facilitated the distribution and visibility of important Indigenous messages on a national platform, including through the presence of an 'Every Child Matters' patch on all of the lacrosse players' jerseys and through the flying of flags with this message at the Games lacrosse competition.



Feedback from members of the Indigenous community was extremely positive.

For example, Kevin Sandy (Co-Chair of the Indigenous Partnership Council) expressed his appreciation to the Niagara Host Society for “creating a very successful Games and cultural experience” - he said that, together, we presented the Games and the cultural experiences of the Indigenous community “in the best way possible”.

A youth drum group and the Strong Water Singers proudly performed at many of the Games events, including welcoming the Games athletes at the airport. Representatives of these groups advised that they **“felt appreciated”** by the Niagara Host Society - that the Niagara Host Society **“encouraged and supported”** them, and ensured that their contributions were **“meaningful and impactful”**.



Natalia Kusendova-Bashta, Parliamentary Assistant to the Minister of Francophone Affairs

With a rich French history and an active cultural community, it should come as no surprise that Niagara also helped raise the standard for official languages at a Canada Games. Many of Niagara’s volunteers for the Games were bilingual and wore a green and white Franco-Ontarian bandana demonstrating their ability to provide support to participants and spectators in the official language of their choice. A partnership with Assemblée de la francophonie de l’Ontario (AFO) was also instrumental in supporting various programs including the recruitment of bilingual volunteers, supporting a call for Francophone performers to participate in the many cultural events at these Games, and the establishment of the **Pavillon de la francophonie** at Niagara Place which welcomed approximately 8,000 visitors during these Games.



Niagara also hosted the first-ever event in Canada Games history to celebrate **Pride Day**. Led by Pride Niagara, Positive Living Niagara, and presenting sponsor Accenture, a pride community celebration was hosted at Niagara Place during these Games which featured entertainment by Niagara gender diverse performers and was extremely well attended.

During the wrap-up celebration for these Games, Kelly-Ann Paul, President and CEO of the Canada Games Council, described these Games as “barrier breaking”.



Kelly-Ann explained that “these Games were the most inclusive Canada Games ever - we are so thankful that Niagara has set the bar where it has for future Games.”

Kelly-Ann mentioned French language inclusion, the highlighting of under-represented groups, the reintroduction of lacrosse to the Games and the Indigenous Partnership Council’s tremendous work as key barrier breakers.

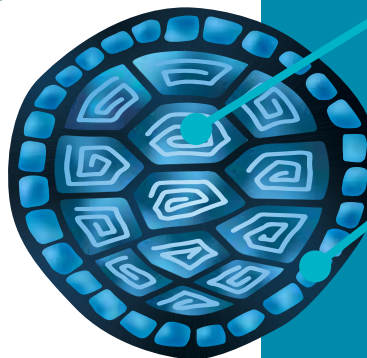
Shelly

Shelly the turtle was an Ideal ambassador for the Niagara 2022 Canada Games, particularly for communicating key values of these Games such as Indigenous inclusion and sustainability.

Indeed, there was a remarkable confluence of many factors that explain why a turtle was the perfect choice.

For example:

- There is an extremely strong connection between turtles and many Indigenous peoples who believe that North America was formed on the back of a turtle - hence the term “Turtle Island”. Further, the Niagara Escarpment is often referred to as the backbone of Turtle Island;
- Because many turtle shells have 13 large sections that are encircled by 28 smaller sections, some Indigenous peoples used a turtle shell as a form of calendar to represent the 13 new moons which occur each year and the 28 days between each new moon. It is a remarkable coincidence that:
 - There are 13 municipalities in Niagara;
 - There are 13 Provinces and Territories in Canada; and
 - The Niagara 2022 Canada Games were the 28th Canada Games.
- There are more turtles and turtle species in Niagara than most places, although many are at risk. This enabled Shelly to be a key ambassador for the Games sustainability initiatives; and
- There is also an obvious connection between turtles and a multi-sport Games with many water sports.



13 LARGE SECTIONS

28 SMALLER SECTIONS



The popularity and appeal of turtles to children and youth was also helpful to Shelly's role as an ambassador and to communicate these and other key messages during the Games' "Catch the Spirit" education program. Other fun facts about turtles also caught the attention of students during this education program - for example, the students were particularly fascinated to learn that when turtles hibernate, they breathe through their butts! 😊



The popularity and appeal of turtles to children and youth was also important to the success of the Games' contest to design and name Shelly. Inspired by Niagara students **Juan José Arbelaez** (design winner) and **Naturelle Gerrard** (name winner), Shelly was revealed in November 2019 at Rogers Hometown Hockey in Welland as the official mascot of the Niagara 2022 Canada Games.



In addition to participating in many Games and pre-Games events, Shelly was also a key ambassador during the annual celebrations of **World Turtle Day** that were organized by the Niagara Host Society. Shelly plushies were also extremely popular - and some of the proceeds from their sale was directed to the Ontario Turtle Conservation Centre to support ongoing efforts to protect and rehabilitate injured and endangered turtles.





Torch Relay

During a two-month period prior to the Niagara 2022 Canada Games, the Canada Games torch was lit at the Centennial Flame on Parliament Hill in Ottawa and carried on a relay by more than 200 torchbearers along a 1200 km route that ended at the Opening Ceremony for these Games.





During the first part of this journey, the Roly McLaren Torch was carried by bike and foot from Ottawa to Montreal along a portion of Canada's iconic **Trans Canada Trail** - the world's longest trail network.

Upon arriving in Montreal, the torch boarded the St-Laurent, a Trillium Class ship owned by the presenting sponsor for the torch relay, Canada Steamship Lines. The torch then journeyed along the St. Lawrence Seaway and disembarked at one of the world's greatest engineering marvels, the Welland Canal.



Torch Relay

Relais du flambeau



After disembarking at Lock 8 on the Welland Canal, the torch then visited each of Niagara's municipalities with the support of a tremendous team of volunteers from the Rotary Clubs of Niagara. The torch relay ended at the Games' Opening Ceremony, where it ignited the Canada Games cauldron and officially commenced the Niagara 2022 Canada Games.



This was the first time that the Canada Games torch had travelled on water, and this route helped to celebrate the historical significance of water as a means of transportation across Canada and through Niagara. In recognition of these Games, CSL engaged four Canadian artists to prepare a mural on one of its ships, the CSL Welland, entitled "*The Runners*".





Steel Heart POESY

The Niagara Host Society ventured into exciting new territory by commissioning singer/songwriter POESY to write and record a song that would serve as the anthem for the 2022 Canada Games. POESY officially released “*Steel Heart*” several months before these Games and inspired the Games’ athletes and many others by performing *Steel Heart* at the Opening and Closing Ceremonies for these Games and at the Games’ 100-day-out celebration concert. The music video for *Steel Heart* was filmed in Niagara and featured six local athletes (Paige Nevestuk, Jamira Rousseau, Ava Nolan, Roger Li, Janal Williams and Avery Steinbach-Parker) who also participated as torchbearers at the Games’ Opening Ceremony.

Medal Design

The Niagara Host Society undertook a province-wide call for artists to design the medal that was awarded to successful athletes at the Niagara 2022 Canada Games. The response to this call was tremendous and many accomplished artists submitted proposed designs. The winning design was selected by a panel of experts and was submitted by Niagara College alum, **Shaun O'Melia**.



Shaun's medal design captured the beauty, history and people of Niagara, and featured:

NIAGARA FALLS

Divided into 13 waves at the base of the medal, the flow of Niagara Falls represents Canada's 13 provinces and territories, the 13 municipalities in Niagara that came together to host the 2022 Canada Games, and the 13 ceremonies of the moon celebrated annually by the Haudenosaunee and Anishinaabe peoples — the original residents of Niagara;

THE SUN

Found behind the falls, the sun's inclusion is representative of its crucial role in sustaining life and in the growth of Niagara, along with these Games' summer schedule;

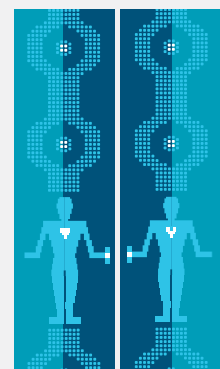
SEVENTH GENERATION PRINCIPLE

The seven human figures on the design of the medal acknowledge an ancient Haudenosaunee philosophy that the decisions we make today should result in a sustainable world seven generations from now; and

NIAGARA ESCARPMENT

Different depths and levels were embedded into the medal to represent the Niagara Escarpment, one of the most prominent topographic features in North America and the backbone of Turtle Island.

The lanyard design for the medal was created by the Indigenous Partnership Council and inspired by Indigenous history and Treaties which promoted friendship, respect and unity.







Opening and Closing Ceremonies



The Niagara 2022 Canada Games began and ended in memorable fashion.

The Opening Ceremony took place in front of a capacity crowd at the Meridian Centre in St. Catharines, and set the tone for these Games by celebrating Niagara, the Canada Games and the tremendous enthusiasm of the athletes that paraded into the Ceremony.

The Opening Ceremony featured live performances from many accomplished musicians, including **DJ Shub**, a 2022 Juno Award winner for contemporary Indigenous artist of the year, **POESY** performing the 2022 Canada Games anthem “*Steel Heart*”, Niagara jazz vocalist **Juliet Dunn** singing the official song of Franco-Ontarians with local students from the child care centre La Boîte à Soleil, and country singer and five-time Juno nominee **Tim Hicks** of St. Catharines.



A turtle island stage connecting to a blue depiction of the Welland Canal and a shimmering Niagara Falls also provided a stunning backdrop for:

- Zacada Circus School performers doing high-flying stunts and acrobatics;
- a Canada Steamship Lines ship and crew bringing the torch to Niagara;
- A rowing crew from Ridley College continuing that torch journey; and
- St. Catharines' own, **Kristen Kit**, who won a gold medal in rowing at the Tokyo 2020 Olympics, lighting the Games' cauldron.

Strength in unity was a theme throughout the Games' Opening Ceremony. All of Niagara's mayors formed an honour guard as the Canadian flag was carried in by Fort George's 41st Regiment of the Foot Fife and Drum Corps, and the Canada Games flag was escorted in by Games alumni, including Hall of Honour inductees **Stacey Allaster** and **Mike Strange**, who both hail from Niagara.



A beautiful honour song for the Games' athletes was performed by Indigenous hand drum singers, **Gary Parker** and **Joe Shawana**. A local Youth Indigenous Ambassador, Kya Steinbach-Parker, then shared a powerful message with the Games' athletes about ending racism and discrimination and invited everyone in attendance to reflect on the statement "Every Child Matters".

Following the Opening Ceremony, the Executive Director of the Fort Erie Native Friendship Centre and member of the Indigenous Partnership Council, Jennifer Dockstader, wrote an editorial stating:

"My hat goes off to the Canada Games for working with the local Indigenous organizations and having our Indigenous welcoming of all of these athletes to Niagara.

We showed our young visitors the diversity of our Indigenous community. We had Haudenosaunee, Anishinaabe, Métis, Mi'kmaq and Cree cultures represented at this opening.

That is five different Indigenous cultures in one fabulous opening.

I felt so proud to be there with our community and with our youth.

I am proud of the progress we are making; to have full reign over the entire opening of a national event like the Canada Summer Games speaks to our progress in Niagara toward inclusion".



Sixteen days later, these Games concluded with a Closing Ceremony at Queen Victoria Park in Niagara Falls. With one of the world's most awe-inspiring natural wonders as its backdrop, the Closing Ceremony saw the Games' athletes gather to celebrate their accomplishments and to say one last thank you to Niagara for hosting a phenomenal Games.

Over 30,000 spectators were treated to musical performances by award-winning producer DJ **Classic Roots**, PEI fiddler **Cynthia MacLeod**, and former member of the Tragically Hip **Paul Langlois** — whose performance supported the Gord Downie & Charlie Wenjack Fund, which aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous people. To support this Fund, the Games' athletes wrote their reconciliACTION pledges on a giant banner that led the Parade of Athletes into the Closing Ceremony.



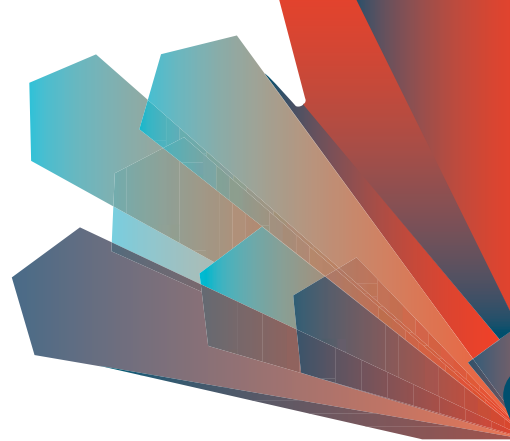
As POESY performed the Games' anthem, *Steel Heart*, one final time, the celebration came to a close with an amazing fireworks display over the Falls.





Cultural Festivals

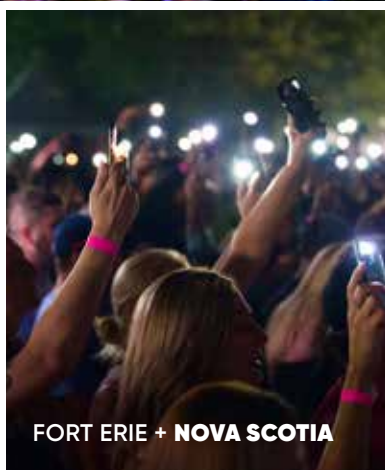
13 FOR 13 FESTIVAL



NIAGARA REGION + ONTARIO



PELHAM + ALBERTA



FORT ERIE + NOVA SCOTIA



WELLAND + QUÉBEC



WAINFLEET+ NUNAVUT

The Canada Games began as part of our nation's 1967 centennial festival and were intended to celebrate both sport as well as Canadian culture. Niagara took this to heart and organized a wonderful cultural celebration during these Games.

Hosting the Canada Games in a region that has 13 diverse municipalities created an unprecedented opportunity for a unique cultural festival - a festival that saw each municipality host its own cultural event on a different evening during the Games.

To enhance this festival, each of Niagara's 13 municipalities was paired with one of Canada's 13 provinces or territories, creating the 13 for 13 Cultural Festival. During its special evening, each municipality showcased its unique entertainment and culinary experiences as well as those of its co-host Canadian province or territory — allowing visitors to travel across Canada without leaving Niagara.

The 13 for 13 Cultural Festival was extremely popular and featured performances from Juno award winners and nominees from across Canada such as **Scott Helman**, **The Trews**, and **Said The Whale**, and celebrated Indigenous artists such as **Susan Aglukark**, **Leela Gilday**, and the critically-acclaimed **Diyet and the Love Soldiers**. The gifting of drums to each of Niagara's 13 host municipalities and their partner province/territory by Niagara's Indigenous Artists Collective was also celebrated as part of this Festival.

NIAGARA PLACE



The Niagara Host Society also created a centrally-located festival site - Niagara Place - which was located adjacent to the Athlete Village at Canada Games Park.

Niagara Place was a daytime gathering hub, allowing Games' athletes and their families, as well as other visitors, to gather and enjoy all things Niagara - from food and drink to music and dance. The stage at Niagara Place featured more than 250 performers, and many activation areas were busy celebrating Niagara's unique heritage and diversity. Niagara Place was also the Games' hub for the unofficial sport of every multi-sport Games - pin trading.



The Trews perform in Old Fort Erie to a full house during the 13 for 13 Festival.





Economic Benefits

The economic benefits from these Games were tremendous and set a new benchmark for a Canada Games.

An Economic Impact Assessment undertaken on behalf of the Canada Games Council was extremely positive, and showed that:

- Economic activity due to these Games was greater than \$350 million - approx. \$250 million in Niagara; and
- This economic activity supported 1,940 jobs and over \$117 million in wages and salaries - approx. 1,500 jobs and \$85 million in wages and salaries in Niagara.

This level of economic activity was far greater than previous Canada Games and does not include the considerable economic activity generated from pre-Games events such as the 2018 FIBA U18 Americas Basketball Championship and the 2019 Canadian Wrestling Trials.

Importantly, because of the COVID pandemic which started more than two years before these Games, this economic activity came at a crucial time. After these Games, the St. Catharines Standard interviewed businesses and other organizations across Niagara regarding the economic impact of these Games and reported that they provided **“a boost - or more precisely, a jolt - following two years of struggle.”**

The feedback from businesses interviewed for this article included that:

“You cannot underestimate the importance of employment as an economic impact of what happened during those Games - there were hundreds, maybe thousands, of artists from across the country and locally that were employed. The arts workers who build those shows had work.

Performing arts centres like ours - we would not have had work otherwise.”

“What the Games did for us - it just gave us a jolt to get us through to the end of the year.”

These Games were “just huge for our business.”

These Games “definitely had a positive impact” for the business community - it was “alive with activity.”

350 million +

Economic Activity

1,940 jobs

\$117 million in wages and salaries

Importantly, the 2022 Canada Games and the facilities and equipment developed for these Games have also improved the livability of Niagara, and Niagara’s capacity to attract and retain talent, to attract new investments, and to spur further economic growth.

Overall
Attendance
300,000+

Financial Surplus



Further, the Niagara Host Society was also able to generate a financial surplus from its organization of these Games. This financial surplus will support future initiatives by Sport Niagara to advance sport in Niagara. These initiatives, together with the new and upgraded sport facilities and equipment from these Games will help to attract future sport events to Niagara that will continue to generate economic activity in Niagara.

Generally, this financial surplus resulted from:

- **Revenue from sponsorship that exceeded projections** - more than 150 sponsors contributed cash and value-in-kind products and services to support these Games. These contributions exceeded the projections for sponsorship identified in Niagara's Bid for these Games by **more than \$2 million**;
- **Revenue from ticketing and merchandise that exceeded projections** - **over 300,000** attended the sporting competitions, cultural festivals and ceremonies at these Games - more attendees than any previous Canada Games. Many more attended pre-Games community engagement events such as the 2018 FIBA U18 Basketball Championship which saw close to 30,000 spectators. The Games' merchandise program was undertaken by a long-time Niagara supplier, RegattaSport, and was also very successful. Revenue from ticket sales and merchandise for these Games also exceeded projections;
- **Careful management of operating expenses** - despite supply chain delays and other challenges resulting from the COVID pandemic, the Niagara Host Society was able to carefully manage its operating expenses and did not have to spend funds set aside for operating contingencies; and
- **Careful oversight and control of capital project costs** - the new and upgraded facilities developed for these Games included the construction of Canada Games Park at a cost of approximately **\$107 million** and the construction of the Neil Campbell Rowing Centre at a cost of approximately **\$7 million**. The Niagara Host Society carefully oversaw the construction of these projects to ensure that its costs remained within budget. Further, most of these costs were locked-in prior to the pandemic. If the Niagara Host Society had not locked-in these costs at that time, the cost of both of these construction projects would have been much higher due to the increased costs of construction during and after the pandemic.

Wonderful Podium for the Canada Games Movement

Niagara also provided a phenomenal podium and partnership for the Canada Games Council to build upon the success of previous Canada Games and strengthen the Canada Games property.

In particular, the Niagara 2022 Canada Games had tremendous reach and exposure for the Canada Games movement through its:

- Extensive broadcast and digital broadcast program;
- Unparalleled national media exposure; and
- Cultural program, which raised the bar for Games' inclusion.

Extensive Broadcast and Digital Production Program

With its partner, **Niagara College**, the Niagara Host Society delivered a level of broadcast and digital production coverage never before seen at a Canada Games. Led by **Peter “Dutch” VandenBerg**, the Coordinator of Niagara College's program for broadcast and digital production, the 2022 Canada Games succeeded in broadcasting live over 90% of the Games' competitions and events, including the Opening and Closing Ceremonies — a level of live coverage never before seen at a Canada Games.

More than 1,000 hours of these Games was available live and on-demand through a new streaming platform (the Niagara 2022 Livestream platform) that was free and accessible to all Canadians. And more than 200 hours of coverage was also made available on **CBC's** and **Radio-Canada's** digital platforms. In total, over 20 million minutes of the Niagara 2022 Canada Games were watched on-line by over one million viewers - a level of viewership that was much greater than previous Canada Games.



Importantly, this extensive broadcast and digital production program also provided many Niagara College students with invaluable experiential learning and was delivered by Niagara College at a lower cost than for previous Games. As well, more than \$300,000 of this cost related to the acquisition of broadcast and digital production equipment - equipment that was then donated by the Niagara Host Society to Niagara College after the Games.

As stated by Sean Kennedy, President at Niagara College:

"This donation will have a lasting impact on our curriculum and project deliveries at Niagara College. Students will benefit from having more access to current technologies and production design that compliment our unique broadcast program. Community partnerships and real world experiences are pillars in the experiential learning successes that our students get.

We are very proud to have partnered with the 2022 Canada Games as the official digital production partner."



Unparalleled National Media Exposure

The Niagara 2022 Canada Games captured the attention of the entire country.

More than 700 media representatives, from every province and territory, told stories about these Games and the wonderful athletes that competed at these Games - generating more than **7,000 stories** from media outlets across the country, including **CBC, Radio-Canada, TSN, Sportsnet, Toronto Star**, and the **Canadian Press**. These stories had a potential reach of more than 2 billion people.

And there were many powerful stories from these Games.

As was reported in a Niagara Dailies Editorial, “Canada’s young athletes, the best in the country, have put on a heck of a show.”

For example, Newfoundland and Labrador pitcher, **Jaida Lee**, made history by becoming the first-ever female to play in the Canada Games’ male baseball competition. During her Games’ debut against Team Alberta, the first baseball Jaida threw was taken out of the game and sent to the Canadian Baseball Hall of Fame.

A couple days later, Jaida travelled to Toronto to throw the ceremonial first pitch at a Toronto Blue Jays game.



Back on the wrestling mats at Canada Games Park, **Eekeeluak Avalak** thrilled a packed venue by winning Nunavut's first-ever gold medal at a Canada Games in honour of his late brother Joanasie. Upon his return home to Cambridge Bay, close to 500 people gathered to celebrate Eekeeluak's historic achievement.

The inclusion of lacrosse in the Niagara 2022 Canada Games also captured the attention of the entire country. In addition to being the best-attended sport at these Games, the lacrosse competition also performed exceptionally well on the Games' streaming platform, with close to **100,000 viewers tuning in online to watch**.

The return of lacrosse to the Canada Games also garnered extensive media interest. For example, CBC produced a story that aired on **CBC's The National** and was published online about lacrosse's return to the Canada Games and the excitement that this generated for Indigenous athletes who were participating.



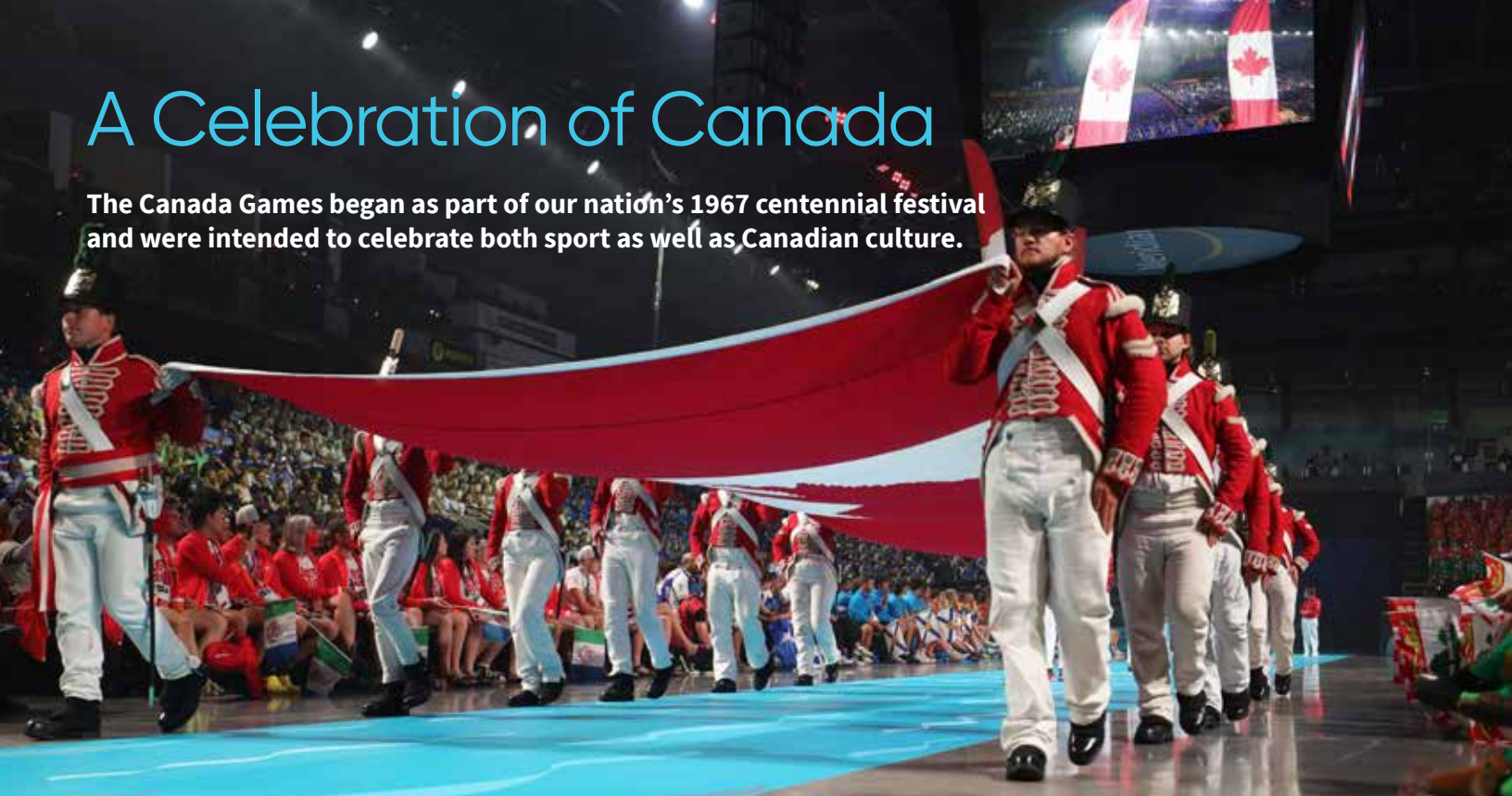
And, while the return of lacrosse to the Canada Games was a wonderful story in itself, the lacrosse competition at these Games also produced one of the Games' most inspirational stories. With British Columbia's Ben Pawluk unable to attend these Games due to a recent cancer diagnosis, his Team BC teammates dedicated their efforts to Ben (**#DoltForBen**) and came from behind in the gold-medal match to beat Team Ontario 7 to 6.

These are just a few of the powerful moments that were seen at the 2022 Canada Games.

*As Ian Hanomansing, host of CBC's The National, reported
"[Eekeeluak Avalak's story] is a reminder of the importance of the Canada Games.
They go on, and sometimes they don't get a lot of attention, but obviously
competing and doing well means a lot to people."*

A Celebration of Canada

The Canada Games began as part of our nation's 1967 centennial festival and were intended to celebrate both sport as well as Canadian culture.



Niagara took this to heart.

In addition to ensuring that the athletes at these Games had a phenomenal experience, Niagara organized a wonderful cultural celebration during these Games - a cultural experience that celebrated not only Niagara's culture, but also the unique culture of each of Canada's provinces and territories. Importantly, the Niagara Host Society also decided that "inclusion" would be one of its core values - and it walked the walk.

Niagara Nailed It!

Surveys undertaken by the Canada Games Council following these Games were glowing:

- Athletes competing at these Games had a phenomenal experience;
- Attendees provided the highest event satisfaction rating since this survey was first conducted after the 2009 Canada Games;
- Viewers who watched or followed these Games were also very impressed, and viewership increased significantly over previous Games; and
- Sponsors also performed very well - many saw a significant lift in awareness, consideration and favourability.

Board members of the Canada Games Council described the Niagara 2022 Canada Games as "**special**" and "**incredible**", and reported that Niagara had "**nailed it**" and "**rocked it out of the park**".

During the wrap-up celebration for these Games, Kelly-Ann Paul, President and CEO of the Canada Games Council, was effusive in her praise:

- These Games were "**tremendous, phenomenal, a huge, huge success.**"
- These Games "**took the Canada Games to new heights and created legacies that will endure for generations to come.**"
- These Games "**sparked greatness in the athletes and leaders of tomorrow.**"
- These Games were "**special - they united the nation in midst of a pandemic and celebrated the power of sport - this was a promise from the Niagara Bid and you absolutely delivered.**"

The Niagara Host Society Thanks You

During the closing press conference for these Games, Doug Hamilton, Chair of the Niagara Host Society referred to the following proverb: **“if you want to go fast, go alone - if you want to go far, go together”**.

Niagara’s journey for these Games was challenging, and made more so by a global COVID pandemic that resulted in these Games being postponed for one year. But Niagara and its partners came together as a team, and these Games went very far.

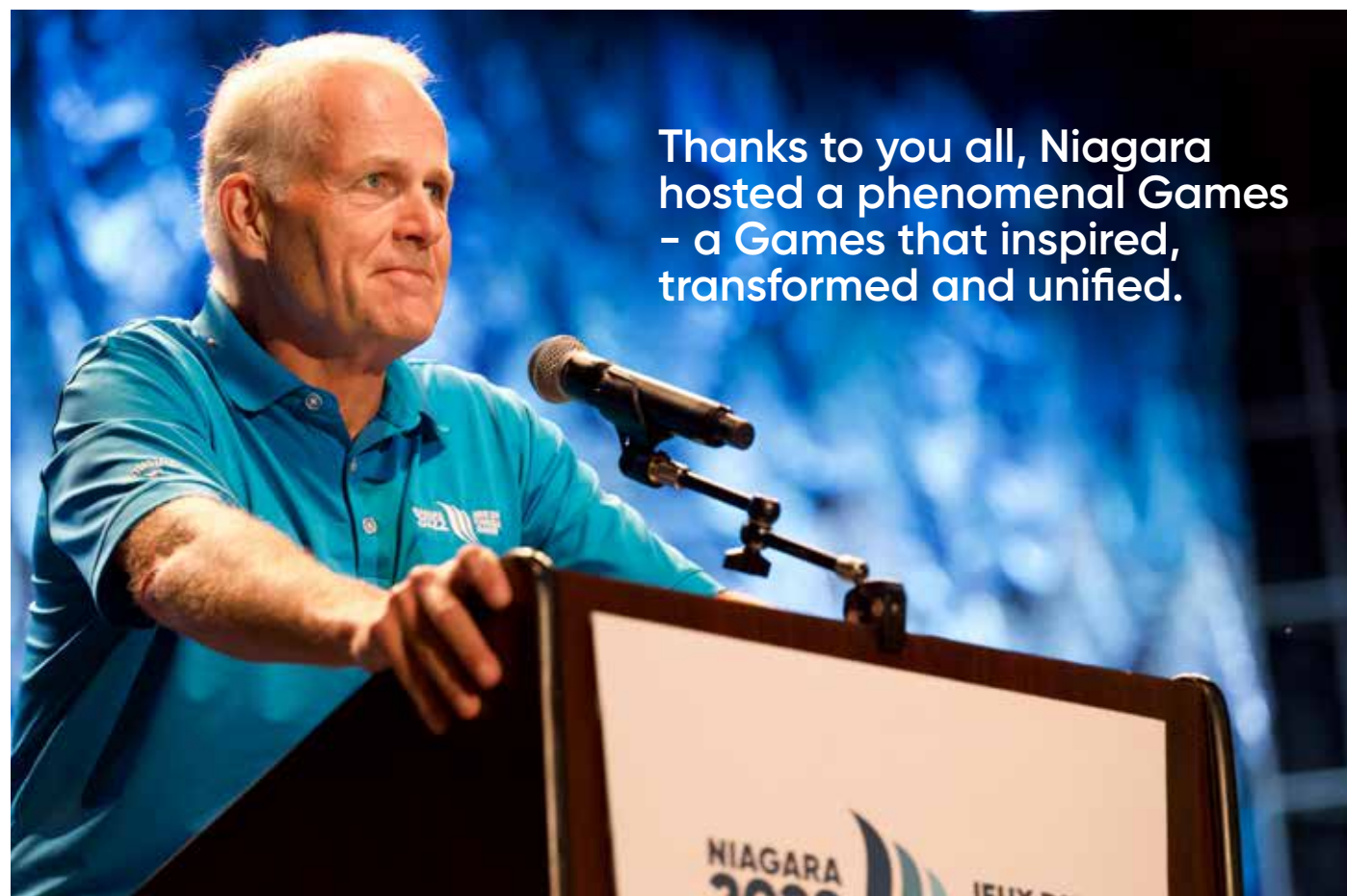
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*As a Niagara Dailies Editorial advised,
“pat yourself on the back, Niagara - you threw one great party”
- these Games were “everything we hoped for, and probably more” -
“the perfect antidote for anyone feeling overwhelmed by all the conflict and hostility
in the world today”.*

”

There are so many to thank for their contributions, including:

- the tremendous support and guidance of our partners at the Canada Games Council and all levels of government;
- the wonderful dedication of our talented staff and volunteer team;
- the incredible commitments of those that sponsored these Games or contributed in so many other ways.



Thanks to you all, Niagara
hosted a phenomenal Games
- a Games that inspired,
transformed and unified.





Over 5,000 Participants – the Largest Canada Games Ever!



**NIAGARA
2022**

**JEUX DU
CANADA
GAMES**



THANK YOU TO OUR SPONSORS

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Partner**



**Presenting Sponsor
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CANADA STEAMSHIP LINES

**Official Partner
of Diversity & Inclusion**



**Official Charity
of the Games**



**Official Sustainability and Exclusive
Waste Management Partner**



Official Accountants



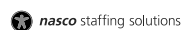
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