

Memorandum of Intent between the Government of Canada and the Government of British Columbia on a 2010 Canadian Opportunities Strategy

Whereas:

- The City of Vancouver, the Resort Municipality of Whistler, the Governments of British Columbia and Canada, and the Canadian Paralympic and Olympic Committees working in concert, with the support of First Nations, have won the right for Vancouver to host the 2010 Olympic and Paralympic Winter Games (the Games), and
- These parties have signed a Multi-Party Agreement which sets forth their respective contributions to the Organizing Committee of the Olympic Games and to the Games, the conditions governing their contributions, and the principles of coordination among themselves.
- Canada and British Columbia (the Parties) are entering into this Memorandum of Intent to expand their constructive working relationship to take full advantage of the opportunities for sport development, and the social and economic benefits offered by the Games.

Accordingly, the Parties agree as follows:


1. The Olympic and Paralympic experiences and the legacies they create should be shared by all Canadians and become a source of Canadian pride and unity.
2. Close cooperation and coordination between the two governments is needed in order to identify and take advantage of the nation-building opportunities associated with the 2010 Winter Games.
3. The Parties will collaborate on the development of a *2010 Canadian Opportunities Strategy* that will bring opportunities to all Canadians including efforts toward:
 - Provision of development opportunities for high performing athletes;
 - Sustainable legacies for sport and athlete development;
 - Education, sport and recreation programs to promote activity and physical well-being among Canadians of all ages;

- Arts and cultural programs that will recognize and showcase the talent and cultural diversity of Canadians, and provide opportunities for participation in all communities;
 - Opportunities for Aboriginal, First Nations, Inuit, and Métis participation in all aspects of the Games;
 - Opportunities to actively recruit and involve the francophone communities of British Columbia and Canada;
 - Opportunities for Canadians across the country to experience the 2010 Winter Games through volunteer programs;
 - Opportunities for Canadian businesses to provide goods and services to support the Olympic and Paralympic events;
 - A trade, innovation, and investment strategy that brings Canada to the attention of the world and enables all parts of the province and country to benefit from the economic catalyst the Games will provide; and
 - A tourism strategy that showcases the province of British Columbia and Canada.
4. The joint strategies that will comprise the *2010 Canadian Opportunities Strategy* will need to be flexible and pragmatic to respond to the opportunities presented throughout the developing 2010 Olympic and Paralympic programs during the planning, construction, event, and post-event periods to provide maximum opportunities and benefits to Canadians.
 5. An early start to joint planning will be critical to the success of the *2010 Canadian Opportunities Strategy*. The Parties will therefore immediately establish a Canada/BC Opportunities Strategy Committee to identify joint priority areas and facilitate the involvement and input of appropriate federal and provincial departments and agencies in the development and implementation of the *2010 Canadian Opportunities Strategy*. The Committee will be lead by the Department of Canadian Heritage and BC Olympic Games Secretariat. The Committee will seek opportunities to involve all the provinces and territories of Canada through the creation of a Federal-Provincial-Territorial Working Group which will meet on a regular basis to review progress.
 6. The Canada/BC Opportunities Strategy Committee will also collaborate to launch quickly the Coordinating Committee of signatories to the Multi-Party Agreement whose mandate is to promote effective, co-ordinated planning and communication with respect to financial and operational matters in support of the Games.
 7. The Canada/BC Opportunities Strategy Committee will provide regular updates to the Prime Minister and to the Premier on the development and implementation of the


2010 Canadian Opportunities Strategy, and the engagement of provinces and territories.

8. The Parties will establish a joint communications program, in consultation with the Organizing Committee of the Olympic Games and the signatories to the Multi-Party Agreement, to ensure that Canadians are aware of the *2010 Canadian Opportunities Strategy* and the opportunities presented by the Games.
9. This memorandum is a statement of intention of the Parties, to guide future discussions and planning. It has no legal force and effect and contains no commitments that create legal obligations on either of the Parties. The Parties may later enter into formal agreements to implement the intent of this Memorandum that may be necessary to establish specific commitments, responsibilities and timelines.
10. This Memorandum of Intent is effective on April 1, 2004.

SIGNED at Vancouver this 1st day of April, 2004.



The Right Honourable Paul Martin
Prime Minister



The Honourable Gordon Campbell
Premier

Witness:



The Honourable Stan Keyes
Minister of State (Sport)



Ministry of Small Business and
Economic Development