

**Premier Gordon Campbell**  
**Address to the 2010 Vancouver/Whistler Olympic Bid Committee**  
**November 23, 2001**

*Check Against Delivery*

It is a great pleasure to be here with all of you who have been working so hard to build this bid, and to tell you how excited I am about the 2010 Olympic and Paralympic team we've put together.

We go through difficult times and we think, "What's bright out there?" What's bright is the talent of the people who live here, the people who are committed to this province, and the imaginations of people as they strive to make our province a better place for all of us.

What's bright is people like Kevin Reynolds, who have a goal and a dream they're ready to commit and dedicate themselves to. I want you to know, Kevin, that in 2010 – when we have those Games, and you're skating, and you've got your goal – I'm going to be standing and applauding you with every other British Columbian and Canadian.

What better way of giving our young people a sense of hope and opportunity, of sharing with them the incredible rewards and value of dedication and commitment, than setting for ourselves a goal of hosting the 2010 Winter Olympic and Paralympic Games here in Vancouver.

As we look at the Games today, we should have no illusions. We are not the only community, the only province, the only country in the world that's striving to win that bid in 2003. But everyone else is watching us from behind, and if we keep our eyes focused not just on 2003 but on 2010, we will succeed. We will create an event that is second to none – that the world is proud of, that Canada is proud of and that British Columbia, Vancouver and Whistler are proud of.

The president of the Canadian Olympic Association, Mike Chambers, said this in one sentence: "These Games will offer Vancouver and Whistler and the rest of Canada an experience and legacy unlike any other." I think that's what makes the Olympics so exciting – they challenge us all to be the best we can possibly be.

One of the things we've tried to do in our bid is to use it as a way of reminding us all of what a wonderful place we live in, and how talented the citizens of British Columbia and Canada can be.

At the end of the day, this bid is about all of us. This bid is about all of our dreams, our goals and our objectives. As you look at how the bid committee has brought together their ideas for how we can set a shining example for the world, think about what they're trying to do in terms of sustainable, environmentally sensible and leading-edge development of a Winter Games.

Think of what we're doing as we work with our First Nations people to create with them a sense of opportunity for the future. Think of what we can do with our young people as we hold that Olympic gold medal up ahead of them as they reach for that pinnacle of excellence in whatever sport they decide to pursue. And think of what it can do for our cultural community.

We've already set aside additional resources for a cultural fund as well as an athletic fund, because we believe the Olympics are an opportunity for us to share our background and our traditions as well as building athletic experience and opportunities for young British Columbians.

There were 3.7 billion people watching the Olympic Games in Sydney – 3.7 billion people who had an opportunity to learn about Sydney and Australia, 3.7 billion people who celebrated what happens when the world comes together in harmony and competes on a fair and open playing field or ice rink.

The Games were a huge boost for Australia; the 1988 Winter Olympic Games in Calgary were a huge boost there, too. When Calgary put the Games together, they expected 15 per cent of their attendance would be international visitors. It turned out that 53 per cent of the people who visited the Calgary Olympic Games came from offshore.

The great story is this: Calgary hasn't lost those international visitors. The Games were an introduction to the world of Calgary, of Alberta, of Canada. The 2010 Vancouver-Whistler Olympic Games will be exactly the same thing for us. They will reinforce and reinvigorate this great cultural crossroads that we have in our province, and the great sense of celebrating diversity in Canada. I think that's one of the most exciting things about the Games.

But you know, some other things are pretty exciting. We believe 67,000 jobs will be generated out of this Winter Olympics bid, and \$2.8 billion in economic activity. We expect the 2010 Olympic Games to generate almost \$700 million for provincial, federal and municipal coffers.

I want the mayor to notice that I threw in "municipal" there, but I also want him to notice I put "provincial" first. It is a real opportunity for us not just to showcase the athletic talent of Canadians, but also to showcase what our community and our province are like, and what we can do when we work together.

As we strive to create not just a successful bid but a successful Games, one of the things we ask people to do is to use their imagination – to think outside the traditional solutions of the past and to create a sense of leadership in our province and in our country. We believe we can do that.

Some people will tell you the Games don't pay for themselves. When you bring together Canada and British Columbia, Vancouver, Whistler and the private sector, there is no question that the Games will pay for themselves. In British Columbia we're going to be sure of that.

In Calgary they ended with a \$30-million profit that created long-term legacies. We have a Legacies Now program, and our bid committee has been very clear that we want our legacies to start building in 2001 and 2002 and 2003.

Those legacies may be infrastructure improvements, or they may be facilities improvements. They may be improvements in our training so we succeed not just in 2010 but in 2014, 2018 and in future decades. We're changing the way we think about how we successfully compete for these kinds of events.

It's important for us to know that as we do this we are going to be asking the world to come back to British Columbia.

I'm sure many of you remember how excited people were to have visitors come to the Expo 86 site, which transformed False Creek. People came to the site and then talked about what an incredible city we lived in, about what an incredible province we had, about what an exceptional part of the world we lived in. Those are always valuable messages to send out.

I believe the 2010 Olympic Games are an opportunity for us to remind the world about the province of British Columbia and the people who live here, and to build our tourism industry and our economy.

It is estimated that the Olympic Games in Sydney generated \$2 billion in global publicity for Australia. We want to generate \$3 billion, \$4 billion, \$5 billion in global publicity for British Columbia.

There is no question we have the kind of environment to be able to say to the world, "Here's Canada, here's British Columbia, here's Vancouver and Whistler." Vancouver has been recognized internationally as one of the great cities of the world, and Whistler as one of the most exceptional winter resort areas on the planet.

We should continue to build on that. As we build on that asset, we enhance the assets of British Columbia. The Legacies Now program is meant to start today. This 2010 Olympic bid is not just about Vancouver and Whistler: it's about all of British Columbia and all of Canada.

I was very pleased when the prime minister committed the Canadian government to join as part of the 2010 bid team. It is very important for us to know that Canadians will take pride in what we're doing from coast to coast to coast.

Our goal is pretty straightforward right now: we have to get the majority vote of the members of the International Olympic Committee to select Vancouver/Whistler as the host site for the 2010 Winter Olympic and Paralympic Games.

All levels of government and the corporate community in British Columbia and across our country are going to be part of a winning bid for the 2010 Olympics. I want to see a gold medal performance from our bid team, and I know with this leadership we are going to deliver that gold medal performance.

But equally important, I want this to be a gold medal performance for Canada and for the people who live here. It should be a celebration of our successes, a celebration of our assets. Faster, stronger – all the things that have come to mean the Olympics in people's minds are things that we can reflect in Canada, in British Columbia, in Vancouver and in Whistler.

I want to thank those of you who've been involved in this bid to date. Your commitment has been exceptional through some pretty tough times. You have got us today to the threshold of being successful in July 2003.

Our government is committed to your success and to making this bid work. We are committed to working with the government of Canada. But equally we are committed to working with our entire private sector to make sure these Games reflect the best we have to offer.

British Columbia is ready to compete, and we're ready to win. Working with you, I know we'll succeed. Thank you very much.