

**Premier Gordon Campbell**  
**Address to the Vancouver Board of Trade Leadership Summit**  
**December 10, 2002**

*Check Against Delivery*

I want to start with some thank you's, first to Peter Legge, who has picked up the mantle of leadership for the Vancouver Board of Trade.

He has inspired people to come together and think of what is bigger than themselves as individuals and create a commitment to community and a focus on action that makes a difference. Hosting this conference today and focusing on community leadership and on what each of us can do as leaders makes a huge difference to Vancouver and people's sense of our future. Peter, I want to congratulate you for the leadership you've shown.

My friend [former Vancouver mayor] Philip Owen committed himself to public service in a way many people can only imagine. In 24 years of public service, Philip did something most leaders fall short on: he dealt every day with what was happening on the ground floor.

If Philip was on the parks board, he would go to parks and community centres, seeing how they worked and talking to front-line workers and learning the neighbourhoods and how they fit together.

The example he set is something we can all emulate. I want to congratulate the board for honouring Philip today, and I want to thank Philip for the time, effort and energy he's put in to making our lives better in Vancouver.

Finally I want to thank Utah Governor Mike Leavitt, who hosted a truly fabulous 2002 Olympic Winter Games in Salt Lake City. You did a great job of leadership – and you did a great job for everyone who believes in the Olympic movement.

Last June, when the Western Governors met in Phoenix, Mike shared with us some of the experiences they've had in Salt Lake as a result of the Games. I asked him if he'd be willing to come to Vancouver and talk to us about that experience. Mike's going to speak with you today at noon, and you will want to come and listen to what he has to say.

Mike Leavitt has grasped the Olympic spirit in a way that all of us need to understand. We need to rekindle the excitement and the thrill of not just being the centre of attention of the world but of delivering more than we could ever have expected when we started.

Mike's comments to us at the Western Governor's Association touched me in a way that I hope they will touch you. I want to thank Mike for coming to British Columbia and spending this time with us, because I know how busy he is.

I hope these leadership summits will be an annual event, because while the importance of leadership remains the same, the issues that we have to deal with change every year.

Leadership is about what we do, not about what we say. When you leave today, I hope you'll think about what you can do as an individual to build on the lessons that you've learned and the information that you've gathered.

During this leadership summit, wouldn't it be nice if we put the names of our leading institutions up on the walls?

Think of how many leading institutions we have in British Columbia, and take a moment to celebrate the fact that we've had the creativity, the drive and the leaders to move those institutions to the forefront.

How many of us wake up in the morning and think to ourselves, "Boy, we're lucky that we have a University of British Columbia here that develops world-leading research in medicine, in the environment, and in technology that's helping build our future"?

How many of us think about what Ballard Power has meant to alternative fuels, and to the world?

How many of you when you drive home through Burnaby think to yourself, "This is the home of Electronic Arts – one of the world's leading entertainment software developers"?

Think of the leadership we've shown with the Rick Hansen Institute. If you talk to Rick, you'll hear about the strides made in our ICORD Institute, where we've invested millions of dollars to benefit everyone in the world, not just in British Columbia.

When you go to the airport, do you remember that it's considered one of the 10 best in the world?

In my job, we go to lots of big dinners, and there is no place that does as good a job as the Vancouver Trade and Convention Centre in taking care of thousands of delegates at a time – on time and on budget. That's why it has been voted one of the best convention centres in the world.

How many of us when we start the day think of the exceptional job that's being done by the Port of Vancouver? It's the leading port in Canada by far, not just economically but in terms of the delivery of service.

Part of leadership is understanding the great assets you have and the great opportunities that are created.

I recognize that we live in very challenging times – but those challenges offer to us opportunities, particularly if we are willing to assume the mantle of leadership.

As we take a day to think about leadership, we should think about this: Leadership is facing the facts and then not being frightened to act on them.

It's putting fear behind us and reaching out. It's saying, "I am willing to risk failure so that I can succeed."

Let's also remember what leadership is not. Leadership is not following the same old course day after day after day. Leadership is not being satisfied with the status quo.

Leadership is recognizing that we can always do better – we can always improve.

I want to talk to you today about something that I think is an enormous opportunity to set the stage for an exceptional future for the entire province, and for the role that British Columbia should be playing in our country.

That is our goal of winning the right to host the 2010 Olympic Winter Games in Vancouver.

An Olympic Games is far more than the events that take place on the mountain or in the rink. An Olympic Games is us recognizing and showing off our cultural diversity.

Canada has a great gift to give to the world. We celebrate our diversity, not simply tolerate it. By bringing the world here to Canada, we can show them what we can do and how well we can do it.

We can show them a sustainable Olympic Games where economic activity also builds the environmental quality of the communities where that economic activity is taking place.

We've done two impact studies. Impact studies are always built on assumptions, but some of the commentary about them suggests that we should know everything today about what's going to happen over the next seven or eight years.

We shouldn't pretend we know everything, but if we do studies that are based on sensible assumptions and look at that analysis, we can decide whether we want to take a leadership role or not. Our studies have both been reviewed by economists, they've been reviewed by people in the Business Council, and they've been reviewed by people in the academic community.

They tell us this: If we are successful in gaining the Olympic Games for 2010, we will generate up to an additional \$10 billion of economic activity in this province. We can generate up to an additional 200,000 jobs in this province over the next seven years.

Let's say that the economic impact studies are optimistic, so let's cut them in half. Let's say we're only going to gain \$5 billion of economic impact and we're only going to gain

100,000 jobs. On top of that, we're going to get over a billion dollars coming into the government's coffers.

Does it make sense for us to turn our backs on that? In British Columbia people want jobs, people want investments, people want opportunity. The Olympics present us a public-private partnership that is beyond compare and that creates investment, jobs and opportunity.

That's why we want to be sure we win the 2010 Winter Olympic bid for Vancouver, British Columbia, Canada.

People have said the trouble with having the Olympics is that we're in tough financial times right now. Why would we invest in anything new?

Let me put this in context for you.

The provincial taxpayer is going to invest about \$600 million in the Winter Olympic bid – \$310 million for venues, \$87.5 million for security and a \$200-million contingency because we will learn things as we go.

The federal government has agreed to match the \$310 million in venues and the \$87.5 million in security. As we go through the challenges of hosting the games, I am confident the federal government will continue to match the provincial contribution, because this has been a true partnership.

If we are not successful in winning the bid, those federal funds will not be there. It's not like the federal government is sitting around with \$310 million and saying, "I wonder where we can spend this." If we are not successful in 2010, I'm willing to predict that there will be Canadian cities competing for the Summer Games in 2012. If they're not, they will be competing for the Winter Games in 2014, and that \$310 million will go somewhere else – it's not staying here in British Columbia.

On top of that, there's the \$1 billion to \$1.2 billion that we expect to get from the private sector to host the Games. Whoever has the TV contract will be doing 14 or 15 days of television on British Columbia and talking about the Kootenays and the North and Vancouver Island and Whistler and Vancouver and our athletes and our cultural activities.

They're not coming here for 14 days of programming if there's no Olympics. I asked. They said, "Sorry, we're busy doing the Olympics at that time."

If they're busy doing the Olympics, let's get them busy right here in British Columbia, showing this place off, showing the world what we have to offer, and showing the world that we can lead.

Was anyone surprised that Calgary was trying to get the 2010 Winter Olympic bid from Canada before we beat them? Did you ever think why they were trying to get the 2010 Winter Olympic bid? Because the 1988 Winter Olympics were great for Calgary and for Alberta and for Canada.

In Calgary in 1988, they had a \$50-million surplus. If you go there today, they will be able to show the facilities they built. Talk to the athletes and they will tell you it's time to renew those facilities. Wouldn't it be great to be renewing those facilities here in British Columbia for athletes for a generation to come so we can celebrate their excellence and their commitment and their dedication and their winning around the globe?

The Olympics are a huge opportunity for us. The province has already set aside millions of dollars for sports and cultural development because we understand the Olympics is a celebration.

It's a celebration of the world. It's a celebration of what humankind can do. It's a celebration of excellence. It's a celebration of people's commitment.

When I was 12, I swam in a summer club swim team at Empire Pool.

I had a goal for myself as I started that summer: I wanted to win the 12 and under aggregate. You won the 12 and under aggregate by going to the big swim meet of all the summer clubs and entering four events, and if you got more points for your team than anyone else, you won the 12 and under aggregate. It was important.

I worked my tail off. Every day I was at that pool I was trying to get that 12 and under aggregate.

I remember being there with my family saying, "Gord, go for it!"

We were standing on the starting blocks, and there was this really big guy beside me who everyone knew was the fastest swimmer in the western world. He came from Kelowna, and his name was Gavin. I had a little bit of trepidation standing beside him.

I dove in that pool and I swam like crazy, and I won the 12 and under aggregate.

Think what it was like for me to stand on that number 1 spot with that little cheap trophy. It wasn't gold, but it was big for me.

Now think of what happens at an Olympic Games. Think of what happens when a Canadian competes and wins. Think of how you feel.

I was up in Williams Lake at the BC Winter Games when our women were playing hockey in Salt Lake City against the United States. When we announced that our women's hockey team had won gold, every one of those kids in the BC Winter Games went wild. Our women were the best in the world.

On Sunday afternoon when our men were playing hockey against the United States and 20 million Canadians watched and we won, how did you feel?

How do you feel about being number 1? How do you feel about seeing that excellence? How do you feel about understanding that commitment, and what did you learn from it? What do our children learn from that?

What do our children learn when they see our Olympic athletes going around the province? They're examples that our children can follow.

It's a gift that we can give to the future if we're just willing to reach out and grab it. The 2010 Olympic and Paralympic Winter Games can be as important to our future as the British Empire Games were to our future in 1954, and as Expo 86 was to our future in 1986.

If we work together, we have a chance to do something for the next generation of British Columbians and, equally important, for Canada. We have a chance to say, "B.C. is back, we are here, we are ready to go, we're ready to lead and we are ready to win if we do it together."

Thank you very much.