

FACT SHEET

Unprecedented Aboriginal Participation

Our Accomplishments – August 2008



Unprecedented Aboriginal Participation

Aboriginal participation at VANOC means working with our partners to achieve our goal of unprecedented Aboriginal participation in the planning and hosting of the Games, and in the creation of Games legacies.

Together with our partners, the Four Host First Nations (FHFN), we have accomplished a number of shared wins. Below are some of these accomplishments.

Partnerships and Collaboration

- Vancouver 2010 marks the first time in Olympic and Paralympic history that Indigenous peoples have been recognized as Official Partners.
- Two Aboriginal people sit on VANOC's Board of Directors — another Olympic first! They are Chief Gibby Jacob from the Squamish Nation, and our chairman, Jack Poole, who is Métis. .
- The FHFN have signed memoranda of understanding (MOUs) with the Assembly of First Nations (AFN), Inuit Tapiriit Kanatami (ITK) and Métis Nation BC (MNBC). VANOC is a witness to all 3 MOUs.
- In February 2008, the Assembly of First Nations joined the FHFN and VANOC in calling on Aboriginal people across Canada to volunteer for the 2010 Winter Games.

Sport and Youth

- In March 2007, VANOC launched its first ever poster series — *Find Your Passion in Sport!* The series celebrates three up-and-coming Aboriginal athletes — Mareck Beaudoin, Quebec (Métis); Chelsie Mitchell, BC (First Nations); and Aqpik Peter, Nunavut (Inuit). More than 45,000 posters were distributed targeting Aboriginal youth and communities across Canada. VANOC and the FHFN are currently working on the development of a second Aboriginal sport poster series.
- VANOC and the FHFN have collaborated with a number of partners to create the Aboriginal Sport Gallery at the BC Sports Hall of Fame. The Gallery, which opened in June 2008, is the first permanent tribute of its kind — recognizing Aboriginal sport and athletes in BC.
- VANOC is working with the Aboriginal Sport Circle, Canada's national voice for Aboriginal sport, to develop an online Aboriginal Sport Hall of Fame/Gallery celebrating the achievements of Aboriginal athletes, coaches and builders across Canada.
- Together with the FHFN, 2010 Legacies Now, and other partners, VANOC hosted seven Aboriginal Youth Sport Talent Identification and Sport Fit events involving more than 300 Aboriginal youth participants from across the Lower Mainland/Whistler region.
- Established in 2002, the Aboriginal Youth Sport Legacy Fund was created as part of the Shared Legacies Agreement signed by the Squamish and Lil'wat Nations, the Province of BC and the Vancouver 2010 Bid Corporation. The Fund supports provincial programs to encourage Aboriginal youth in the pursuit of sport excellence. Examples include Aboriginal youth talent identification events, High Performance Athlete Assistance Grant, Post-Secondary Scholarship Program and the First Nations Snowboard Team.

Economic Development

- In 2008 VANOC hired a full-time Aboriginal Procurement Specialist to implement VANOC's Aboriginal Procurement strategy. To date, Aboriginal businesses have received more than \$45 million in contracts.
- VANOC also hired an Aboriginal Business Development and Partnerships Specialist in 2008 to liaise and facilitate sustainable relationships between Vancouver 2010 partners, sponsors, licensees and suppliers and the Aboriginal community, as it relates to Aboriginal employment and procurement opportunities leading up to and beyond the 2010 Winter Games.

- VANOC has partnered with the FHFN to develop *the Vancouver 2010 Aboriginal Licensing and Merchandising Program* – showcasing excellence in Aboriginal arts, culture and enterprise.
 - VANOC worked with renowned First Nations artist, Xwa lack tun (Rick Harry), to create a unique line of Aboriginal graphics inspired by the 2010 brand. These designs will be featured on a wide range of official Vancouver 2010 licensed merchandise.
 - The Nunavut Development Corporation is an official Vancouver 2010 licensee, supplying authentic, hand-carved inuksuit. More than 1200 Inuit artists from across Nunavut are expected to participate in the program, carving inuksuit in one of 11 distinct community styles or forms.
 - One third of VANOC's royalties from the sale of each of these products will be contributed directly to a legacy fund benefiting Aboriginal youth. The fund will support education, sport and cultural initiatives for Aboriginal youth within the Four Host First Nations and across Canada.
- In 2007 VANOC hired a full-time Aboriginal Recruitment Specialist to implement VANOC's Aboriginal Recruitment Strategy. Currently 3% of VANOC's workforce self-identify as Aboriginal.
- In February 2007, VANOC and the FHFN participated in the Tourism BC 2010 Aboriginal Business Summit. This event, which was co-hosted by the FHFN, the Province of BC and the Government of Canada, was attended by more than 470 people from across the country. Twenty-eight members of the VANOC team participated in the Summit as speakers, organizers, delegates and volunteers.

Cultural Involvement

- In July 2008, VANOC launched the Vancouver 2010 Venues' Aboriginal Arts Program, which will see unique Aboriginal artwork created for VANOC's venues. The Program is open to Aboriginal artists from across Canada, who can apply at vancouver2010.com through to August 15, 2008.
- The 2008 Cultural Olympiad showcased the talent of 8 Aboriginal artists/ groups. VANOC is currently working with an Aboriginal consulting team to create an inventory of Aboriginal talent across Canada.
- One of the guiding principles of the 2010 Torch Relays is to showcase the heritage and traditions of the Aboriginal peoples in Canada. VANOC has engaged the Aboriginal community through participation in visioning workshops and responses to questionnaires. VANOC has also retained an Aboriginal consulting team to assist with the development of a strategy for Aboriginal participation in the Torch Relays.
- At the Richmond Oval, a unique rainwater collection system allows water to flow over spectacular artwork created by Musqueam Nation artist, Susan Point.

Awareness and Education

- VANOC and the FHFN have partnered with the AFN, ITK and MNBC to help distribute our joint newsletter, Aboriginal Participation News. This helps to ensure that information about the Games reaches those communities where internet connectivity is limited.
- The FHFN are developing plans for a Games-time Aboriginal Pavilion that will showcase the diversity of Aboriginal arts, culture, sport and business across Canada.
- VANOC and the FHFN have hosted a number of community meetings and events, both within the FHFN communities and in the urban Aboriginal community. Other examples of community outreach include the 2007 visit to Canada's three northern territories by a small VANOC team including CEO, John Furlong. The group met with Aboriginal and government leaders, schools and community groups.

For more information, visit the Aboriginal Participation section of the VANOC website at: vancouver2010.com/en/Sustainability/AboriginalParticipation. You can also email the Aboriginal Participation team at aboriginalparticipation@vancouver2010.com.

vancouver 2010 ^{TM/MC}

XXI OLYMPIC WINTER GAMES | X PARALYMPIC WINTER GAMES
XXI^{es} JEUX OLYMPIQUES D'HIVER | X^{es} JEUX PARALYMPIQUES D'HIVER

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