

**Vancouver Board of Trade 2010 Olympic Panel****Premier Gordon Campbell  
October 17, 2003*****Check Against Delivery***

I want to start with a very heartfelt thank you to our friends from Washington State. The Greater Seattle Chamber commerce has been coming into Vancouver annually, talking to us about what they do and how we can work together as two great communities, Vancouver and Seattle, and how can we come together as two great jurisdictions, Washington and British Columbia. The legislature in Washington State actually passed a motion that supported Vancouver's 2010 bid because they understood that 2010 is great for British Columbia, it's great for Vancouver, but it's great for Washington State. We're glad to have you here so you can hear about it.

I'm going to talk today a little bit about the economics of this and what's going to take place but, I want to underline something that I think is actually much, much more important than the economics. The Vancouver Board of Trade brought Utah Governor Mike Leavitt here last year. One of the things that he said that is critical was: Everything improves when you become an Olympic city. How people treat you when they come to your airport or your ocean port, or when they cross the border; how our retailers treat us; how we are treated when we are in a restaurant – everything across his state improved. And Governor Leavitt told us the earlier you start the better.

So we've been very fortunate. We had very strong leadership from Jack Poole and his bid committee. We have very strong leadership from our communities. We've heard British Columbians loud and clear, in community after community, saying they want the Olympics because they want to show the world what they can do. They want to think about reaching higher than they've ever reached before, and we all want to show ourselves that we can accomplish those goals and those objectives.

And those are messages that we send to the next generation of British Columbians. The young athletes who are today practicing in an ice rink at 4:30 in the morning, trying to be the best that they can be; the young people who are composing music, painting, or writing. Culturally, artistically, athletically, the Olympics gives us all a huge opportunity. And if we grasp that opportunity together, there is nothing that we can't accomplish, and we will show ourselves to be the gold medal region of the world. And the world is coming in 2010.

It's not unusual in our world to think of the things that aren't quite going well. But there's an awful lot that is going well in our world, in your state, and in our province. That does not mean there are not challenges. But if we build our assets and build on our strengths, that there are few things we can't accomplish together, socially or economically. Washington and British Columbia are linked very closely. In fact there's about \$7 billion of trade that goes back and forth across our borders every year.

And when the Olympics come in 2010 there are going to be literally millions of people that see our places, believe it or not, for the first time. And our challenge now in 2003 is to start getting ready, to prepare that platform, to recognize that people will start noticing well before 2010 comes along.

NBC is not going to be showing up in February of 2010 saying, "Oh we know of this place called Vancouver, you might want to know about it." They're going to be talking about it for some time to come. So we now have an opportunity to connect with that Olympic spirit and those Olympic ideals. And if we do that, I think we'll find in ourselves more creativity, more strength and more opportunity.

In 2004, there's going to be an Olympics in Athens, Greece. In British Columbia we have a very strong Greek community. They're going to take pride in Athens; they're going to take pride in what Athens does. We want them to come back and tell us what we can do, what we can learn from the 2004 Olympics.

In 2006, it will be Turin, Italy. There are strong Italian communities in our province and in your state. Why don't we recognize that they are going to take pride in that Winter Olympics and let's try and make sure that we build on their experiences?

In 2008, it's Beijing. I'm going to Beijing the week after next. I'm going to talk about B.C. forest products. I'm going to talk about B.C. technology. I'm going to talk about B.C. healthcare, and I'm going to talk about the 2010 Olympics and what we can learn from them in 2008 – and what we can contribute to them for 2008. And I can tell you, we have literally hundreds of thousands of people in our Chinese community who are going to take pride in Beijing and pride in 2010 right here in Vancouver, British Columbia.

The economic opportunities are huge – in fact they are of a scale that most people up front are going to say, "That can't be true." We have some people saying, "Well this estimate isn't right and that couldn't possibly be true and how could that ever happen?" and they just actually aren't paying much attention to what's happened in other jurisdictions and other parts of the world.

In Australia, they didn't create their economic plan until two or three or four years prior to their games in Sydney in 2000. So guess what? But you can actually go down and talk to folks in Australia about what they learned, just as we did with Governor Leavitt. And you know what they say? Start today. Don't wait. The sooner

you start, the better it's going to be. The better it's going to be for you in terms of hosting the Games, in terms of creating facilities, in terms of creating infrastructure – and infrastructure's not all just hard. There's lots of soft infrastructure we have to create.

In British Columbia we have Seniors' Games and Summer Games and Winter Games. They'll contribute to the soft infrastructure we're going to need for the Olympics – competition and opportunities for athletes to test themselves and opportunities for volunteers to learn how they can make this Olympics the best Olympics anyone has ever experienced.

We want people to come to Vancouver and to the Northwest and to say to themselves, "That was the best. I can't believe how much fun that I had. I can't believe how great it was." We want them going home to be ambassadors of all the opportunities that we represent.

We can only meet the full scope of opportunities that the 2010 Olympic Games present to us if we start today. Thank you for understanding the opportunity that exists. Thank you for committing your time and your energy to come here and learn. Thank you to the panel for actually having the expertise and the understanding of what the Olympics present because you are going to be the ones that connect yourselves, your enterprise, your communities with those opportunities.

Studies suggest we will have almost a quarter-million new jobs in the areas of construction and tourism and the service industry. That's just in British Columbia. Think of what it can do in Washington State.

Think of the people that will visit you in Washington, in Oregon, in Idaho, in Montana. They will be able to visit and come to the 2010 Olympics or come to the 2010 Olympics and visit you. In British Columbia, I can tell you from the 2002 Salt Lake City Games the town of Vernon, actually hosted 22 national teams who were training for Salt Lake City in cross country skiing. And they're looking to do that for 2010.

There's opportunities across the entire region. Forty per cent of the estimated jobs that will be created will be outside of the lower mainland. Two new studies on labour demands suggest there will be enough workers. The question is, will they have the right skills? And one of the advantages we have is that as we build toward 2010, we will be able to develop those skills and take them from one project to the next project. That's one of our goals and our objectives. We want to start to build soon, not late. In fact, we're expected to start doing the Callahan Valley next year, and the Callahan Valley will be a world-class cross-country ski area for everyone to come and to enjoy.

As Governor Mike Leavitt told us last year, all areas of expertise are enhanced. Our security will be enhanced. And it will challenge us, having 2010 come, having all those visitors come, having those literally millions come across our borders will challenge us to make sure that we are secure and we are safe at the same time that people are moving freely and expeditiously. Our whole bid in Vancouver for 2010 was about bringing people into the bid, it was about saying to people, "This is yours." It doesn't belong to any one group or any one jurisdiction. It belongs to all of us. We already have over 80 community Olympic committees spread out across B.C. and they're thinking now about what they can offer. They're thinking now about what they can do.

And some of the great success stories we have in British Columbia, as we talk about potential for 2010, were in the area of small business. Small businesses are at the heart of British Columbia's economy. They make up 98% of all of our business in BC. They employ one million people. About 58% of our private sector jobs in B.C. are in small business.

One small business in the Kootenays – the Kootenay Knitting Company – said to themselves, "I wonder if we can take advantage of the Olympics in Salt Lake City?" So they got involved with the Canadian Broadcasting Corporation and asked, "Why we don't we make your sweaters?" And they won the contract and they made them. They've increased their employment base five fold since 2002.

People noticed their products. They noticed their quality. And they discovered that, if they didn't know it before, Canadians are really great knitters. And that's right out of the Kootenays. So it's important for you to remember the Olympics present an opportunity for you to reach out and take advantage, and I believe that we are particularly well positioned to do just that.

In fact, when you think of what people need to host an Olympics, it's pretty amazing. The Salt Lake City procurement package lists 88 pages of products they needed. They needed everything from aprons to Zambonis. They needed things like 12,000 trash cans. Who here is in the trash can business? Well we need 12,000, so if you're not you may want to think about getting into it. They needed 50,000 towels, they needed 3500 phones, they needed 30,000 bed sheets, they needed 46,000 folding chairs, they needed 7,500 hockey pucks – and I can tell you for 2010 we're going to have the best hockey pucks you've ever seen They needed 4,400 hand warmers. We're going to do them one better. We're going to get 4,400 hand warmers and 4,400 foot warmers for our Olympics!

Believe it or not, Salt Lake City had to buy 101 kitty litter scoops. Now I have to tell you that one escaped me completely! But for some reason, they needed 101 and they got them.

There's going to be an awful lot of things needed to be supplied for 2010 – and that's just the organizing committee. NBC is going to come here. They're going to show the world our part of the world. And I bet they're going to show the world Vancouver. I bet they're going to show the world British Columbia. I bet they even think of showing the world part of Washington State. I'll tell you this: If you think of it, they'll think of it. If you remind, they'll remember and you'll benefit. You know there were – listen to this number - 13-billion television viewing hours received globally for the 2002 Winter Olympics. And if you talk to the folks at NBC they'll say the Winter Olympics is a pretty good sell.

But the great thing about the Winter Olympics is it is an edgy Olympics. It's out there. There's free style skiing, there's snow boarding, there's skeleton. Has anyone really thought of trying the skeleton? You get to wear a really tight outfit and go down the hill on a piece of plastic. And you go at very, very incredible risk. It is an extreme sport, without a question. Well the 2010 Winter Olympics are going to be an extreme Olympics. They're going to be extremely good. They're going to be extremely positive. They're going to be extremely excellent in terms of our athletes.

Twenty-nine per cent of all investments for hosting Games go to construction; \$620 million for venues. There are 14 training and competition venues. Plus there are two Olympic villages in Vancouver and Whistler and there's a convention centre expansion in Vancouver as well.

Construction is going start in April on the Whistler Nordic Centre. Other venues will begin in stages over the next five years. There are a couple of advantages to that. Number one, it allows us to manage; number two it allows us to build the skills that you need; number three, it allows the people that want to be involved in that construction to plan out, not just their human resources but their financial resources so they can maximize benefits for us and for themselves.

We're staggering project construction work because it's a substantial amount of work. And there's a great deal of transportation work that has to be done. I can tell our friends from Washington State we're investing hundreds of millions of dollars in British Columbia and in Canada to make sure that there is an easy flow of people back and forth across the border, throughout the lower mainland, and an easy flow of people from the lower mainland to Whistler. All of those things are important. All of that represents opportunity.

It is amazing when you think that prior to July 2nd, we sent out 1,200 TV videos to people across the continent. Two hundred and fifty networks used that; 250 videos of the place that we live, 250 videos of our crews and products today. Imagine what that product will look like in 2010. Imagine what we can give the next generation of British Columbians by 2010. Imagine what our towns will look like, what our cities look like, what Whistler will look like.

For those of you from Washington State, imagine what you can accomplish if you look to 2010 as a standard that you too will reach for. You should know this, and I mean it sincerely: You're invited to be part of 2010. You're invited to recognize that 2010 is your Olympics too. You're invited to recognize that it will strengthen all of us, you in the northwestern part of the United States and us in British Columbia.

As I mentioned, there are 80 communities across our province today with Olympic Committees. Already our Planning For Gold community opportunity workshops are generating innovative ideas. In Fort St. John, they're thinking of marketing themselves as one of the great outdoor speed skating training facilities in the country. In Trail, with their large Italian population, they're pitching themselves as a home base for the Italian athletes. And they've got the facilities there. They will have facilities there that will allow the Italian national team to make that choice.

The entrepreneurial spirit says that the individual mind and individual creativity is what drives the economy. The entrepreneurial spirit is what actually drives small businesses – finding the special niche and pursuing that with vigour, with commitment, with dedication. It's recognizing that we have an enormous opportunity in front of us. It's an opportunity to become excited, to be able to deliver for the people of Vancouver and Whistler and British Columbia and Canada.

The first place I had to go after coming back from Prague was Prince Edward Island on the east coast. I landed and people in Prince Edward Island were excited about the Olympic opportunities.

And this is why I think that's true: really deep in our hearts, we are all excited about being the best that we can be. Really deep in our hearts, we are excited about giving our children opportunities that exceeded the opportunities that we inherited from our parents.

Really deep in our hearts, we know that we live in an incredibly privileged part of the world. That privilege bears with it an obligation and hosting the Olympics carries with it an obligation – an obligation to reach deep inside and show the world we take those responsibilities seriously and to show our people that they are the gold medalists in a world-class competition.

Thank you very much.

