



ABORIGINAL Participation and Collaboration

Our Aboriginal participation program covered five key areas:

- A Partnerships and Collaboration
- B Sport and Youth
- C Economic Development
- D Cultural Involvement
- E Awareness and Education

OUR PATHWAY

To work 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



From its inception, VANOC made a commitment to achieve unprecedented Aboriginal participation in the Vancouver 2010 Olympic and Paralympic Winter Games. This meant going further than any previous Olympic or Paralympic Games to involve indigenous peoples. Our partnership with the Lil'wat, Musqueam, Squamish and Tsleil-Waututh First Nations on whose traditional territories the Games were held — known collectively as the Four Host First Nations (FHFN) — was a Games first.

The participation of Aboriginal peoples in the 2010 Winter Games was an integral component of VANOC's sustainability mandate and was recognized by the International Olympic Committee (IOC) for the value it brought to the Olympic Movement.

Engaging with Aboriginal Partners and Organizations

WHAT

Aboriginal involvement in Games planning, hosting and legacy creation

WHO

Four Host First Nations, Aboriginal peoples from across Canada (First Nations, Inuit and Métis), Aboriginal service providers and Vancouver 2010 partners and sponsors

HOW

Regular meetings with the FHFN: biweekly/weekly updates, regular subject-specific meetings, strategic planning, FHFN coordinator meetings and presentations to the FHFN Board of Directors

Meetings with the Assembly of First Nations (AFN), Inuit Tapiriit Kanatami (ITK), the Métis National Council/ Métis Nation of British Columbia (MNC/MNBC) and other local, provincial and national Aboriginal organizations (approximately 50 in reporting period)

Engagement with torch relay route communities

Approximately 40 meetings with Aboriginal economic development organizations, government service organizations, community groups and Vancouver 2010 partners and sponsors to discuss Aboriginal recruitment, procurement and other opportunities

12 conferences, presentations and events to provide information about Aboriginal participation in the lead-up to the 2010 Winter Games, including:

- VANOC/FHFN Family Day at Strathcona Park (August 2009); hosted in partnership with the Downtown Eastside baseball league and part of our urban Aboriginal community engagement strategy
- VANOC/FHFN Community Ball Hockey Tournament (September 2009)
- First Nations Summit; three separate presentations
- Building the Future Benefit Concert (September 2009); held in partnership with the First Nations Summit, the concert celebrated Aboriginal music and participation in the Games
- An Aboriginal Tourism Association of British Columbia hospitality and tourism reception (September 2009)
- Annual General Assembly of the Métis Nation of British Columbia (September 2009)
- An Aboriginal art gala auction and dinner (October 2009)
- An Aboriginal art exhibition (October 2009)
- A Vancouver 2010 urban Aboriginal community celebration at the Vancouver Aboriginal Friendship Centre (October 2009)
- Manito Ahbee Festival — Winnipeg, Manitoba (November 2009)

Presented the Aboriginal Participation program twice to the IOC's Olympic Games Observer Program for bid cities and future Games Organizing Committees

SUSTAINABILITY CONNECTION

In planning and hosting the Games, VANOC collaborated with Aboriginal communities and sought their active participation. This was vital to ensuring a lasting legacy that considered Aboriginal peoples in British Columbia both from an historical and contemporary context.

Constructive and reciprocal relationships between Aboriginal and non-Aboriginal peoples enhance cultural understanding and help build and sustain healthy communities. Strengthened relationships support the creation of employment and economic opportunities. Aboriginal culture and traditional knowledge improve decision making related to sustainable management of natural resources.

Confidence, health and wellness in Aboriginal communities can be enhanced by increased sport participation and a strengthening of the emotional, mental, physical and spiritual aspects of Aboriginal life.

A Partnerships and Collaboration

Even before Vancouver won the bid to host the Games, on July 2, 2003, VANOC and the FHFN worked together to achieve the shared goal of unprecedented Aboriginal participation in the 2010 Winter Games.

In this reporting period, from August 1, 2009 through April 30, 2010, we continued to work in partnership with the FHFN as one cohesive team to deliver on our objectives. This approach involved joint planning and decision making on initiatives and spending, as well as execution of Games-time initiatives and programming.

A key tenet of the VANOC/FHFN Protocol (signed in November 2005), was to “treat representatives and guests of the Four Host First Nations in manner befitting their office. . . .” In keeping with this commitment, during the Opening and Closing Ceremonies of both the Olympic and Paralympic Winter Games, the chiefs of the FHFN received the same level of accreditation as heads of state and were seated in the Presidential Box.

The FHFN and VANOC also participated in a number of Games-related protocol events and meetings with dignitaries, including the emperor and empress of Japan, Prince Charles and Camilla of Great Britain, Princess Anne of Great Britain, Prince Edward of Great Britain, Governor General Michaëlle Jean, Prince Tunku Imran of Malaysia, provincial and territorial lieutenant governors and many others.

At the 2010 Aboriginal Pavilion, partners that had signed Memoranda of Understanding and Memoranda of Intent (see Working in Partnership box) participated in programming as well as special events and receptions. Daily “theme-day performances” from partnering organizations were preceded by official blessings and welcomes from FHFN representatives. These ceremonies played an important role in bringing together community leaders, acknowledging traditional territories and honouring the participation of partners from across the country in the Games.

BACKGROUND

Working in Partnership

In travelling down the road to the 2010 Winter Games, the Four Host First Nations and VANOC continued building relationships with local, regional and national First Nations, Inuit and Métis organizations and non-Aboriginal partner organizations. This relationship-building happened informally through meetings and engagement, and formally through memoranda of understanding (MOUs), memoranda of intent (MOIs), statements of cooperation (SOCs) and other agreements involving government.

Memoranda of Understanding (MOU): Assembly of First Nations, Inuit Tapiriit Kanatami, Métis National Council/Métis Nation British Columbia

Memoranda of Intent (MOI): Assembly of Manitoba Chiefs, Atlantic Policy Congress of First Nations Chiefs, Chiefs of Ontario, Council of Yukon First Nations, Dene Nation (Northwest Territories), Federation of Saskatchewan Indian Nations, First Nations Summit (British Columbia), Grand Council of the Crees (Quebec), Regional Assembly of First Nations of Treaties 6, 7, 8 (Alberta), Nisgā'a Nation, Stó:lo Nation, Tsawwassen Nation

Statements of Cooperation (SOC): 2010 Legacies Now, Aboriginal Peoples Television Network (APTN), Aboriginal Sport Circle, Aboriginal Tourism Association of British Columbia, Canadian Tourism Commission, First Nations Employment Society, Vancouver Community College

Government Cooperation Agreement (GCA): Government of Manitoba

VANOC's Legacy

We signed formal agreements with the Four Host First Nations recognizing Aboriginal title and providing for unprecedented Aboriginal participation in all aspects of the Games, including planning, delivery and legacy.

Cummulative Highlights/Actions:

- International Olympic Committee (IOC) recognition of Aboriginal peoples as Games partners
- A portion of the royalties from the sale of authentic Aboriginal merchandise supports education, sport, culture and sustainability initiatives for Aboriginal youth across Canada through the 2010 Aboriginal Youth Legacy Fund administered by 2010 Legacies Now
- \$59 million in economic opportunities for Aboriginal businesses
- 120,000 *Find Your Passion in Sport* posters featuring three up-and-coming Aboriginal athletes distributed across Canada
- Ensuring Aboriginal culture was a defining element of the 2010 Olympic and Paralympic Torch Relays
- 30 permanent works of Aboriginal art at Games venues
- \$3 million in funding (from Games sponsor Bell) towards the permanent Squamish Lil'wat Cultural Centre in Whistler
- \$3.5 million for a Games-time 2010 Aboriginal Pavilion in Vancouver, converted to a permanent installation for the Musqueam Nation after the Games

The Winter Olympics demonstrated that the principles of recognition and respect create the right foundation for real partnerships that produce innovation and shared benefits for everyone involved.

—National Chief Shawn Atleo,
Assembly of First Nations

B Sport and Youth

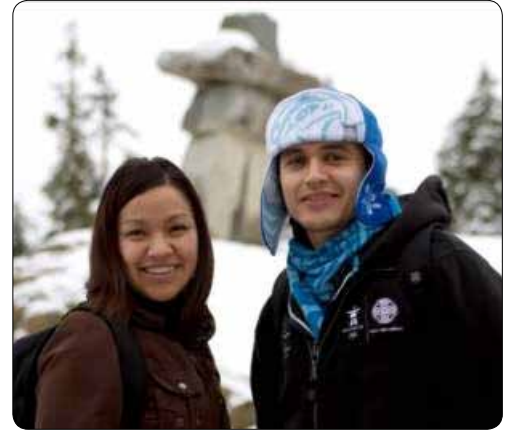
Sport plays a central role in promoting health and wellness within Aboriginal communities. In supporting the development of talented Aboriginal athletes and celebrating the achievements of past and present Aboriginal athletes, coaches and leaders, VANOC and the FHFN endeavoured to foster increased Aboriginal participation in sport — particularly with Aboriginal youth.

From January 31 to February 14, 2010, VANOC and the FHFN hosted the Vancouver 2010 Indigenous Youth Gathering (2010 IYG). With the support of Canada's federal, provincial and territorial governments, Games sponsors and other partners, 2010 IYG brought together 296 First Nations, Inuit and Métis role models and emerging leaders representing every province and territory in Canada. The participants, youth aged 19 to 29, enjoyed first-hand exposure to the Games and the Olympic Movement — enjoying Games-time experiences and leadership development activities while promoting Aboriginal culture, heritage, protocol and languages. Aboriginal youth also had the honour of performing in the Opening Ceremony of the 2010 Olympic Winter Games.

The 2010 IYG included participation in workshops and activities connected to the pillars of the Olympic Movement — including sport, culture and the environment — as well as the IOC's Olympic Truce objectives relating to youth, leadership, action, legacy, awareness and peace. Her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada, presented a session entitled "2010 Olympic Truce Youth Dialogue: Promoting Mutual Understanding."

Key outcomes of the 2010 IYG included:

- enhancing the 2010 Winter Games through the participation of Aboriginal youth from across Canada
- furthering the development of role models and emerging leaders within the Aboriginal community
- increasing Aboriginal participation in cultural, sport, recreation and healthy living opportunities
- strengthening Aboriginal cultural identity and pride
- promoting Aboriginal languages and cultures as living cultures
- creating greater global awareness of the diversity and talent of Aboriginal peoples in Canada



To be able to participate in the Olympics, meet the athletes and all of the [Aboriginal] youth from across our nation was, to me, like bringing home a gold medal to my small community and family.

—Vancouver 2010 Indigenous Youth Gathering participant

C Economic Development

The 2010 Winter Games created economic development opportunities for Aboriginal people and businesses. For VANOC this meant ensuring maximized opportunities for Aboriginal people to fill Games-related jobs, for Aboriginal businesses to win contracts and to develop crucial partnerships that would showcase Aboriginal talent through opportunities created by the Games and our organization.

In this reporting period, our efforts focused on implementing economic development components of the 2010 Aboriginal Pavilion and the Aboriginal Artisan Village and Business Showcase. This primarily involved recruiting and procurement and sponsor/partner engagement.

2010 Aboriginal Pavilion — Aboriginal Artisan Village and Business Showcase

The Aboriginal Artisan Village and Business Showcase was the economic development component of the 2010 Aboriginal Pavilion. Located one block from the Pavilion, at the downtown campus of Vancouver Community College, the Showcase aimed to promote increased business and economic development within the Aboriginal community, celebrating and showcasing Aboriginal talent and businesses on the world stage. More than 150 Aboriginal artisans and businesses from across Canada participated in the 17-day event, engaging the general public and business community. The Showcase also provided an interactive networking and business hosting program that was supported by government partners, Games sponsors, industry associations, major corporations and other Aboriginal organizations.

Aboriginal Procurement and Business Development

Our efforts to maximize opportunities for Aboriginal businesses through the Vancouver 2010 Aboriginal Procurement Strategy continued. This included ongoing engagement with Aboriginal economic development organizations, as well as presentations at workshops and conferences targeting Aboriginal businesses.

We also worked closely with the 2010 Commerce Centre on the creation of an Aboriginal supplier list for Aboriginal businesses interested in 2010-related contracts.

Aboriginal Recruitment Strategy

As the majority of VANOC's direct recruitment had already been completed, our efforts in this reporting period concentrated primarily on supporting Vancouver 2010 sponsors, partners, suppliers and licensees with their Aboriginal recruitment efforts. This included recruitment for the 2010 Aboriginal Pavilion.

Percentage of VANOC paid staff who self-identified as Aboriginal*	1%
Percentage of VANOC volunteer applicants who self-identified as Aboriginal	2%
Number and percentage of self-identified Aboriginal staff and volunteers working at the 2010 Aboriginal Pavilion and/or Aboriginal Artisan Village and Business Showcase	71 (62%)

*As self-identification was not mandatory at VANOC, we relied on Aboriginal workforce members identifying on a voluntary basis.

The business contacts we made at the Aboriginal Artisan Village are already coming back and will keep us busy for the rest of the year and beyond.

—Jeff Monias, Jaysn Lucas and Irvin Head, Manitoba artists

Aboriginal Procurement and Business Development

Our efforts to maximize opportunities for Aboriginal businesses through the Vancouver 2010 Aboriginal Procurement Strategy continued. This included ongoing engagement with Aboriginal economic development organizations and Aboriginal businesses. The Aboriginal Procurement Strategy was developed by VANOC to optimize opportunities through 2010 procurement activities — both for Aboriginal businesses and those that strongly supported the Aboriginal community. It included a number of procedures that were built into VANOC's purchasing processes. These procedures and related tools were used to source goods and services from suppliers with policies and programs that aligned strongly with VANOC's own Aboriginal participation and sustainability objectives.

During the reporting year, we reported \$2.3 million in spending with Aboriginal businesses and organizations.

For VANOC, an Aboriginal business constituted a Canadian firm meeting one of the following criteria:

- A sole proprietorship, limited company, cooperative partnership or not-for-profit organization where Aboriginal persons had majority ownership and control (at least 51 per cent) and in which, in the case of a business enterprise with six or more full-time employees, at least 33 per cent of the full-time employees were Aboriginal persons
- A joint venture or consortium in which an Aboriginal business, as defined above, had at least 51 per cent ownership and control
- A company that certified it met the above eligibility criteria, that agreed to comply with required Aboriginal content in performing the duties associated with delivery of the contract, that agreed to furnish VANOC with the required documentation to prove the veracity of statements made and to comply with eligibility auditing provisions

We continued to work closely with Games partners and sponsors, encouraging them to enhance their own Aboriginal recruitment and procurement strategies and assisting them with Games-time Aboriginal participation activations. Such initiatives included:

- An Aboriginal Art Bottle Program (Coca-Cola)
- Launching a 2010 First Nations pin (Molson Coors Canada)
- Aboriginal participation in the Olympic and Paralympic Torch Relays (Coca-Cola, RBC)
- Supporting the launch of the 2010 Aboriginal Pavilion (RONA, Petro Canada)
- Hosting the Vancouver 2010 Indigenous Youth Gathering (BC Hydro, Deloitte, GE, Nike)
- Aboriginal procurement strategy development (BC Hydro, RBC)

Finally, we continued working with the 2010 Commerce Centre (2010commercecentre.com), an initiative of the BC 2010 Olympic and Paralympic Winter Games Secretariat, to create an Aboriginal supplier list for Aboriginal businesses interested in Games-related contracts. We also produced an Aboriginal procurement case study and a checklist. After the Games, these two documents were distributed to over 350 Games sponsors, partners, suppliers, licensees and members of the Olympic Family as part of an Aboriginal economic development showcase/resource package.

BACKGROUND

The Vancouver 2010 Aboriginal Licensing and Merchandising program was a Games first — the first time an Organizing Committee partnered with indigenous people to create officially licensed merchandise. The program, which included hand-carved inuksuit, the iconic Métis sash and a wide range of apparel and souvenirs, was very popular — representing more than 5 per cent of the total sales of Vancouver 2010 official licensed merchandise.

One third of the royalties from the sale of 2010 Aboriginal licensed products went to the Aboriginal Youth Legacy Fund. The fund, administered by 2010 Legacies Now, supports education, sport and cultural initiatives for Aboriginal youth across Canada; plans are for the fund to continue beyond 2010.

This program showcased excellence in Aboriginal arts, culture and enterprise in Canada. It also brought global attention to Aboriginal artists and businesses, and represented a clear investment in Canadian Aboriginal youth.

CHALLENGE

Ensuring Authenticity of Aboriginal Merchandise

When VANOC first partnered with the FHFN to create an official licensed merchandising program, we were excited about the opportunity to showcase excellence in Aboriginal arts, culture and enterprise in Canada. But we also wanted to make sure that we were selling authentic Aboriginal products.

From the outset, the FHFN worked towards ensuring authenticity in its merchandise. In 2007, they co-hosted an Appropriate Use Roundtable, which resulted in the development of comprehensive Aboriginal merchandise guidelines. These guidelines helped distinguish authentic Aboriginal products from imitations and protected their creators' intellectual property.

There has been some criticism about whether these items are authentic Aboriginal products. However, every piece of Aboriginal Games merchandise was marked with a FHFN logo, signifying its authenticity. The fact is, when Games enthusiasts purchased an official Vancouver 2010 licensed Aboriginal product, they invested in the future of Aboriginal peoples in Canada.

D Cultural Involvement

VANOC committed to recognizing, celebrating and respecting Aboriginal history, art, culture and language throughout the 2010 Winter Games. This objective was met through a number of programs and initiatives including the 2010 Aboriginal Pavilion and the Aboriginal Artisan Village and Business Showcase, an affiliated component of the Pavilion; the Vancouver 2010 Venues' Aboriginal Art Program (VAAP); the 2010 Cultural Olympiad; the Olympic and Paralympic Torch Relays; Games Ceremonies and other projects; and Vancouver 2010 special events.

2010 Aboriginal Pavilion

Located on the plaza of the Queen Elizabeth Theatre in downtown Vancouver, the 2010 Aboriginal Pavilion hosted traditional and contemporary cultural presentations ranging from storytelling to hip-hop performances by indigenous artists from across Canada and around the world. Over 673 performing artists and cultural groups performed at the Pavilion. A total of 232 performances took place between February 7 and 28, 2010.

Visitors also experienced the 2010 Aboriginal Pavilion's signature show, *We Are Here*, created exclusively for display on the Pavilion's dome.

Torch Relay

Aboriginal people across Canada embraced the Olympic and Paralympic Torch Relays, with First Nations, Inuit and Métis people participating as torchbearers, Honourary Firekeepers and Aboriginal flame attendants, while thousands more took part in celebrations as the flame visited their communities.

The Medals

Co-designed by industrial designer Omer Arbel and First Nations artist Corrine Hunt, the Olympic and Paralympic medals for the 2010 Winter Games each featured a unique Aboriginal design.

An orca design was used for the Olympic medals. The orca, designed across four panels in the style of a traditional West Coast First Nations bentwood box, is often associated with strength, dignity and teamwork. The design was also used for the Olympic Truce Wall, a permanent installation at the athletes' village in Vancouver.

A raven design was used for the Paralympic medals. The raven can be found around the globe, is often associated with transformation and healing abilities, and represents determination, creativity and wisdom.

Ceremonies

Aboriginal people participated in all major Games ceremonies including the Opening and Closing Ceremonies, team welcome ceremonies and victory ceremonies. Most significant was the Opening Ceremony of the Vancouver 2010 Olympic Winter Games, which included more than 300 Aboriginal performers, including representatives of the Four Host First Nations, 2010 Indigenous Youth Gathering participants and other performers.

DID YOU KNOW?

The 2010 IYG participants who performed in the Opening Ceremony wore their own traditional clothing or regalia. The youth, who came from every province and territory in Canada, danced in their own traditional styles as they welcomed the athletes of the world to the Vancouver 2010 Olympic Winter Games.



The choice of the raven as the artwork is especially important to us because it symbolizes the powers of transformation and determination — qualities every Paralympian embodies on and off the field of play.

—Sir Philip Craven, President, International Paralympic Committee

E Awareness and Education

The spotlight on the 2010 Winter Games provided a unique opportunity to build awareness and understanding of Aboriginal peoples across Canada, including their diverse cultures, histories, talents and skills.

During the Games, we focused our communications efforts on two locations — the 2010 Aboriginal Pavilion and the Aboriginal Artisan Village and Business Showcase. We also sought to create opportunities through earned media and the 2010 Aboriginal Pavilion website (via fourhostfirstnations.com).

Finally, the story of Aboriginal participation in the 2010 Winter Games was captured in a volume, entitled *The World's Biggest Potlatch: Aboriginal Participation in the Vancouver 2010 Olympic and Paralympic Winter Games*.

Table 9
Getting the Word Out About
Aboriginal Participation at the Games

Estimated global viewing audience for the Olympic Winter Games	3.5 billion
Approximate number of individuals who visited the 2010 Aboriginal Pavilion between February 8 and 28, 2010	215,000
Approximate number of individuals who visited the Aboriginal Artisan Village and Business Showcase between February 12 and 28, 2010	85,000
Number of page views on 2010 Aboriginal Pavilion website, fourhostfirstnations.com (January 21, 2010 to March 21, 2010)	308,864

ACTION TRACKER

Partnerships and Collaboration

GOALS FOR 2009-10

Continue implementing the VANOC-FHFN Protocol with a focus on Games-time initiatives

Continue working with First Nations, Inuit and Métis organizations to maximize Canada-wide Aboriginal participation in the 2010 Winter Games with specific focus on participation in torch relays, the Vancouver 2010 Indigenous Youth Gathering and the 2010 Aboriginal Pavilion

PROGRESS IN 2009-10

Continued implementing the VANOC-FHFN Protocol with a focus on Games-time initiatives in areas including ticketing, ceremonies, accreditation and protocol.

Continued building relationships with local, regional and national Aboriginal organizations; this included implementing MOUs, MOIs, SOCs and GCAs.

- MOU and MOI partners played a significant role in 2010 Indigenous Youth Gathering (with participants from every province and territory in Canada) and at the 2010 Aboriginal Pavilion programming by sharing their cultures through "theme-day" performances

Sport and Youth

Launch Virtual Aboriginal Sport Hall of Fame

Designed and built the Aboriginal Sport Hall of Fame website in partnership with the Aboriginal Sport Circle (ASC)

Completed our portion of the site; project was transferred to the ASC for finalization and will be launched by the ASC at a later date

Together with the FHFN, the Government of Canada, provincial and territorial governments, and other partners, host the Vancouver 2010 Indigenous Youth Gathering

With the FHFN, hosted the Vancouver 2010 Indigenous Youth Gathering, with support from the Government of Canada, provinces and territories, sponsors and other partners.

- Involved 296 First Nations, Inuit and Métis participants representing every province and territory in Canada

- Occurred from January 31 to February 14, 2010

- Indigenous Youth Game participants also performed in the Opening Ceremony of the Olympic Winter Games, dancing in their traditional styles and wearing their own regalia or traditional clothing

ACTION TRACKER

Economic Development

GOALS FOR 2009-10

Continue implementing the VANOC-FHFN Protocol with a focus on Games-time initiatives

Engage with Vancouver 2010 partners and sponsors to inspire them to adopt and/or enhance their Aboriginal recruitment and procurement strategies and activities

Support the FHFN in procuring materials, supplies and services and in recruiting for the 2010 Aboriginal Pavilion

Continue promoting the Vancouver 2010 Aboriginal Licensing and Merchandising Program

Support the FHFN in delivering a successful 2010 Aboriginal Pavilion, including a business showcase, an artisan village, cultural performances and other activities

PROGRESS IN 2009-10

Continued implementing our Aboriginal recruitment and procurement strategies:

- Recruited Aboriginal candidates for paid and volunteer positions
- Supported recruitment of Aboriginal candidates for the 2010 Aboriginal Pavilion, Aboriginal Artisan Village and Business Showcase, and for Games partners, sponsors, suppliers and licensees
- 62 per cent of Aboriginal Pavilion workforce self-identified as Aboriginal
- Participated in two hiring fairs focused on recruiting Aboriginal people for Vancouver 2010 roles
- Continued engagement with Aboriginal economic development organizations, recruitment service providers, community groups and businesses
- Sourced goods and services from Aboriginal businesses.
- Produced updated Aboriginal supplier list, in collaboration with the 2010 Commerce Centre
- Produced 2010 Aboriginal procurement strategy case study and checklist and distributed to partners, sponsors, suppliers and licensees, as well as Aboriginal economic development organizations (over 350 sent out)

Continued engagement with Vancouver 2010 partners and sponsors, encouraging them to adopt and/or enhance their Aboriginal recruitment and procurement strategies through:

- special events and meetings to engage partners and sponsors
- support of partner and sponsor initiatives, including the Coca-Cola Aboriginal Art Bottle Program, a Molson Aboriginal pin initiative, sponsor recruitment initiatives and other programs

Supported the FHFN in procuring materials, supplies and services from Aboriginal businesses for the 2010 Aboriginal Pavilion and Aboriginal Artisan Village and Business Showcase, in addition to recruiting staff and volunteers

Continued promoting the Vancouver 2010 Aboriginal Licensing and Merchandising Program through advertising, showcasing at events and the 2010 Aboriginal Pavilion Trading Post

- Sale of Aboriginal products represented more than 5 per cent of total sales of Vancouver 2010 official merchandise
- Since 2008, more than \$190,000 raised for the Vancouver 2010 Aboriginal Youth Legacy Fund through sale of licensed merchandise

Supported the FHFN in delivering 2010 Aboriginal Pavilion and Aboriginal Artisan Village and Business Showcase:

- Assisted with recruitment and procurement initiatives
- More than 150 Aboriginal artisans and businesses participated in the Aboriginal Artisan Village and Business Showcase

ACTION TRACKER

Cultural Involvement

GOALS FOR 2009-10

Continue showcasing Aboriginal art and culture at VANOC events

PROGRESS IN 2009-10

Showcased Aboriginal art and culture at the following Games-related initiatives:

2010 Aboriginal Pavilion:

- 673 performing artists and cultural groups
- 232 performances

Aboriginal Artisan Village and Business Showcase

- More than 45 Aboriginal performances on the main stage

2010 Cultural Olympiad

- 21 Aboriginal artists, groups or events

Ceremonies

- More than 300 Aboriginal people participated in the Olympic Games Opening Ceremony, including FHFN representatives, Indigenous Youth Gathering participants and other performers
- 11 participated in the Olympic Games Closing Ceremony
- 17 FHFN representatives participated in the Paralympic Games Opening Ceremony, including one elder and 16 elementary schoolchildren
- More than five Aboriginal people participated in the Paralympic Games Closing Ceremony
- FHFN representatives welcomed Olympic and Paralympic athletes to the athletes' villages in Vancouver and Whistler at the official team welcome ceremonies

Athletes' Villages

- Athletes learned about Four Host First Nations culture at FHFN galleries situated within the Vancouver and Whistler villages

Olympic and Paralympic Medals

- Olympic and Paralympic medals featured designs by First Nations artist Corrine Hunt

Olympic Truce Wall

- Featured design by First Nations artist Corrine Hunt

Implement strategy for Aboriginal participation in the Olympic Torch Relay including:

- continued engagement with Aboriginal route and celebration communities
- selection of Aboriginal torchbearers, flame attendants and elder fire keepers, and participation in the Olympic Torch Relay

Develop and implement strategy for Aboriginal participation in the Paralympic Torch Relay

Implemented strategy for Aboriginal participation in the Olympic Torch Relay:

- 119 Aboriginal communities visited
- More than 450 Aboriginal participants including torchbearers, Honourary Firekeepers and Aboriginal flame attendants
- Elements of Aboriginal participation in the Olympic Torch Relay highlighted in official Vancouver 2010 Torch Relay book, *A Path of Northern Lights*.

Developed and implemented strategy for Aboriginal participation in the Paralympic Torch Relay:

- Included participation of Aboriginal torchbearers, flame attendants and Honourary Firekeepers
- Special flame creation ceremonies held by local First Nations at the start of each day

Continue implementing the Vancouver 2010 Venues' Aboriginal Art Program, including installation of art in venues, a gala auction and art market, and the launch of an art program retail book

Remaining Aboriginal artwork installed

Aboriginal art auction and exhibition held

Aboriginal art book, *O Siyam: Aboriginal Art Inspired by the 2010 Olympic and Paralympic Winter Games*, launched for public sale

ACTION TRACKER

Awareness and Education

GOALS FOR 2009-10

Continue taking steps to raise awareness of Aboriginal peoples, culture and contributions through:

- the 2010 Aboriginal Pavilion
- fourhostfirstnations.com (website created in partnership between the FHFN and VANOC)
- vancouver2010.com
- the Virtual Aboriginal Sport Hall of Fame

PROGRESS IN 2009-10

2010 Aboriginal Pavilion

- Approximately 215,000 visitors between February 7 and 28, 2010
- Engaged public through videos, live performances, collateral materials, information displays, traditional sport demonstrations, interactive signage and more

2010 Aboriginal Pavilion Website (fourhostfirstnations.com)

- Launched in January 2010
- 308,864 page views between January 21 and March 21, 2010

Aboriginal Artisan Village and Business Showcase

- Approximately 85,000 visitors between February 12 and 28, 2010
- Engaged public through artisan and business booths, videos, live performances, fashion shows, collateral materials, information displays, interactive signage and more.

Media Relations

- 15 press releases issued in reporting period
- More than 275 members of the media (self-identified) visited the Pavilion

Other

- Launched *Four Host First Nations Welcome* video in January 2010, which received more than 21,000 views on YouTube and was played for spectators prior to many Olympic and Paralympic sport competitions.
- Engaged the public using social media including Twitter and Facebook.
- After the Games, printed and launched a VANOC/FHFN book entitled *The World's Biggest Potlatch: Aboriginal Participation in the Vancouver 2010 Olympic and Paralympic Winter Games* — a volume gifted to key partners and stakeholders.

Continue raising awareness of opportunities for Aboriginal peoples to participate in the 2010 Winter Games through VANOC-FHFN publications, vancouver2010.com, e-mail blasts, events and other initiatives

Continued raising awareness of Games-related opportunities for Aboriginal peoples through VANOC-FHFN publications, the vancouver2010.com website, e-mail communications, events and other initiatives