

NORTH AMERICAN  
INDIGENOUS  
GAMES 2017  
TORONTO • ONTARIO



2017 JEUX  
AUTOCHTONES  
DE L'AMÉRIQUE DU NORD  
TORONTO • ONTARIO

# NAIG INSIDER

AUGUST NEWSLETTER

EVENT SPOTLIGHT



## SUMMARY OF HIGHLIGHTS - M1 & ONE YEAR COUNTDOWN EVENT

The first of three Mission Staff meetings got off to a fantastic start with the official One Year Countdown event held at David Pecaut Square in downtown Toronto. The event was well represented with Chief LaForme on behalf of the Mississauga's of the New Credit, Elder Garry Sault, Toronto Mayor John Tory, MPP David Zimmer and MP Adam Vaughan all in attendance, along with NAIG 2017 CEO Marcia Trudeau. There were also a number of cultural performers from the Six Nations of the Grand River, the Metis Nation of Ontario, and the Manitou Mkwia. The event featured an interactive Lacrosse activation, led by the Iroquois Lacrosse Association which gave participants and passersby the opportunity to learn more about Lacrosse and even have the opportunity to try the sport. The event was an excellent opportunity to welcome Mission Staff who were led into the event by a procession featuring hand drummer and singer Josh Smoke. The event was a great opportunity to garner media attention and recognition for the Games funding partners.

The One Year Countdown celebration was followed by a number of Games venue tours, including the Toronto Pan Am Sports Centre, York Lions Stadium and Humber College. Meetings throughout the weekend, combined with opportunities to socialize resulted in a positive first assembly. From feedback received from delegates, it seemed that tours of the sporting venues, along with the trip to Six Nations, were the highlights for many who took part. The very productive discussions that took place on the final day, provided the Host Society with the ability to gauge feedback, understand concerns and consider questions, which helped to identify which areas needed continued focus and energy. The representation from many regions contributed tremendously to the respectful discussion around the table.

Note: Images from the One Year Countdown celebrations are located in the Dropbox folder for you to view, download, use and share.

## TEAM PROFILE - GET TO KNOW US



TEAM PROFILE - Meet Peshanquet Shognosh, Manager of Protocol and Culture.

You may be surprised to learn that Peshanquet is fluent in American Sign Language (ASL) and that his favourite all time food is potatoes, cooked any way (fried, mashed, scalloped and boiled). A mid-afternoon chat with the experienced and highly knowledgeable Manager of Protocol and Culture, revealed that his love for sports and Games began as an 8-year-old child, watching the 1988 Calgary Olympics and thinking in amazement that he wanted to be part of that excitement. Peshanquet laughs and says "I am not an athlete, but it does take someone passionate and experienced to organize the Games. Most people don't realize just how much work goes into putting on major International Games or sporting events." Peshanquet has obviously reached his childhood goal, as he joins the Toronto 2017 North American Indigenous Games with a wealth of Games experience, including Olympic and Paralympic Games, Pan Am and Parapan Am Games, Canada Winter Games and the North American Indigenous Games.

When asked what his favourite job has been thus far, he stated his role as the Assistant Chef de Mission for Team B.C. at Regina 2014 NAIG. Conversely, when asked about his least desirable job, he recounted his experience as a 13-year-old corn detasseler, waking up at the crack of dawn and working in uncomfortable weather conditions (cold and damp in the morning and burning hot by afternoon), with scratches up and down his arms.

As Peshanquet speaks, you can literally feel the passion he has for the NAIG movement and for supporting and empowering Indigenous youth through sport. He is an easy-going, positive and happy person, who is eager to be part of the team. As Peshanquet stated when asked "I'm happiest when I am part of the team, knowing that I am creating an opportunity for young athletes and a cultural event for the community."

In his current role with the Toronto 2017 NAIG Host Society, Peshanquet is most excited about creating an amazing and unforgettable atmosphere for the athletes and their families. "For many athletes who compete in NAIG, this is the pinnacle of success for them. I want to make sure that they feel celebrated and recognized for their outstanding achievements, while also properly celebrating the Indigenous cultures the Games bring together."

## KEY DATES & DEADLINES



- AUGUST 18, 2016 - Host Society Board Meeting
- SEPTEMBER 22, 2016 - Mission Staff Conference Call - Host Society Update, 6 PM Eastern Time. (Details will be emailed prior to the call).
- DECEMBER 20, 2016 - M2 Agenda Items Due
- JANUARY 13, 2017 - 50% of Participation Fees Paid to the Host Society
- JANUARY 20-22, 2017 - M2
- JANUARY 20-22, 2017 - Registration Opens. (Registration system training provided).

## COMMUNITY RELATIONS



COMMUNITY RELATIONS - The 2017 NAIG team has been busy visiting communities and touring the Pow Wow circuit in Ontario, raising awareness and building hype for the coming 2017 Games.

Rob Lackie, Manager of Community Relations and Marcia Trudeau, CEO, Toronto 2017 NAIG Host Society, were in attendance for the Pow Wows at Six Nations of the Grand River and Wikwemikong on Manitoulin Island, this past month. Taking part in the festivals and having a visible presence allowed the 2017 NAIG team to connect with local residents, share information about the Games and answer questions. Feedback received from both Rob and Marcia, indicates a high level of interest and support from community members, with lots of questions focused on try-outs, volunteering, coaching opportunities and vendor information.

The Toronto 2017 NAIG Community Tour is just taking off, with plans for a significantly more robust fall roster, including tours at college and university campuses and high schools across Ontario. A detailed itinerary will be shared with everyone, once it has been finalized.

## QUESTIONS & ANSWERS

Here is a list of broad question topics asked either at M1 or via email, with corresponding answers. For more detailed notes, please refer to the Meeting Minutes located in the Resources section.

Q. Has there been discussion regarding transportation between venues, to the opening/closing ceremonies, travel to Six Nations of the Grand River? What about public transit use for participants?

A. Efforts are being made to minimize travel time between venues as much as possible and as well, to identify and take into account other events taking place across the Greater Toronto Area which may affect travel. The Host Society has confirmed that transport to and from the opening and closing ceremonies will be provided. There are also discussions taking place with Toronto Tourism regarding arrangements for using local transportation services (e.g. GO Train, Subway, etc.) outside of competition.

Furthermore, in an effort to reduce travel to and from Six Nations of the Grand River and other locations, the Host Society is in the midst of confirming the creation of a 'Western Hub' with more details to be revealed in the near future.

Q. What can be shared about a food plan, specifically mobile lunches and snacks?

A. The Host Society is working on a food plan that will include either a hot or a boxed lunch system and snacks, allowing athletes to eat on the go and refuel in between meals. Additionally the Host Society is aiming to provide athletes with menus ahead of time, including customized menus for those with allergies or special dietary needs. Participants will be provided with three meals each day.

Q. What medical services will be available at each venue?

A. As of now, NAIG 2017 has confirmed that there will be a Medical Lead at each venue along with St. John's Ambulance service (or equivalent) on standby. There will also be a Polyclinic set up at York University with potential additional options at other key venues. The

Host Society is making every effort to ensure that appropriate Concussion Protocols are available at all of the venues, including standards of ensuring a qualified individual to assess concussions. A full medical plan will be provided to Mission Staff at M2.

Q. How do accommodations and accreditation plans fit into the overall Risk Management Strategy?

A. There was a lot of discussion at M1 about ensuring youth are accompanied at all times, especially outside from their accommodations. The Host Society is looking at a number of measures to minimize the risk, including swipe card access at the Athletes Villages and additional security personnel, ensuring accommodations are safe and secure. A comprehensive accreditation system, both at venue sites and accommodations, will increase the safety of all participants.

Q. What is the sport schedule?

A. While the Host Society will determine final scheduling, efforts will be made to accommodate concerns and incorporate feedback from competing teams. Competition schedules will be sent to the Chefs de Missions for review upon completion. When possible, competitions will be scheduled after 10 am each day to allow adequate time for meals and travel. There will also be a three-game minimum for teams competing in NAIG. Sport delivery plans will be communicated as aspects are finalized; 2017 NAIG staff are engaged in discussion with each provincial and/or national sport organization to ensure compliance of governing rules, the [NAIG Sport Technical Package](#) and other processes to guarantee a world-class experience for participants.

Q. When will the Sport Technical Package be translated and finalized? What is the participation cap?

A. The [Sports Technical Package](#) has been translated and all final revisions have been made. The Host Society is waiting on approval from the NAIG Council Board of Directors, which it hopes to obtain before the end of August. The most recent version (in both English and French) will be located in our Dropbox folder (link to the folder is also located in the Resource Centre section). In regards to the participation cap, the maximum that the Host Society can accommodate as per its Bid Book, is 5250, given the current budget and resources.

Q. Can 2017 NAIG share any communications resources including the branding guidelines and history of logo?

A. A Dropbox folder has been created to share marketing resources, important documents and images. A copy of the [Branding Guidelines](#) for NAIG 2017 are available in the folder, which also contains the history and meaning of the logo. Teams can also access the branding guidelines by clicking the link provided in the Resource Centre section of the newsletter. The Host Society is currently working on creating a marketing toolkit that can be used for promotions and special campaigns, both in digital and print formats to be shared as it is finalized.

## RESOURCE CENTRE

### MARKETING RESOURCES

To help create a solid 2017 NAIG brand and to assist you in creating consistent marketing, please find attached a copy of the Brand Guidelines [here](#).



### M1 MEETING MINUTES

[Click here](#) to access the Minutes from the M1 meeting, held in Toronto, ON. Questions asked in the meeting have been incorporated into the Minutes.



Copyright © 2016, Toronto 2017 NAIG Host Society, All rights reserved.

Our mailing address is:  
2425 Matheson Boulevard East  
Mississauga, ON L4W 5K4

