



Canadian
Heritage

Patrimoine
canadien



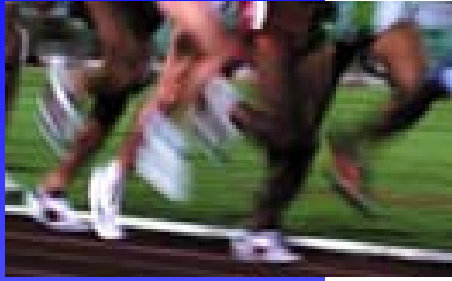
SPORT CANADA'S HOSTING PROGRAM

SPORT LEADERSHIP SPORTIF

November 11, 2005

QUÉBEC (QC)

Canada 



SPORT CANADA'S HOSTING PROGRAM

- 🍁 Hosting Program
 - ✓ Overview
 - ✓ History
 - ✓ Contributions
- 🍁 Hosting Strategy
- 🍁 Hosting Policy Revision
- 🍁 ISECG Implementation



OVERVIEW



Hosting Program Components

1. Major International Multi-sport Games
2. International Single Sport Events
3. International Strategic Focus Events
4. Canada Games



OVERVIEW (cont'd)

- ❁ Funding for International Sport Events in Canada is governed by the *Federal Policy on Hosting International Sport Events*.
- ❁ The current *Federal Policy on Hosting International Sport Events* was approved 1983, updated in 1996 and in 2000.



OVERVIEW (cont'd)

- 🍁 Policy requires that events demonstrate:
 - ✓ Sport Benefits
 - ✓ Economic Benefits
 - ✓ Social & Cultural Benefits
 - ✓ Community Benefits

HISTORY



- 🍁 Government of Canada continues to:
 - ✓ Be a major funding partner for international sport events staged in Canada;
 - ✓ Be the primary funding partner of the associated legacies.

HISTORY



- 🍁 Canada has hosted 7 Major Games since 1967:
 - ✓ 1967 - Pan American Games, Winnipeg;
 - ✓ 1976 - Summer Olympic Games, Montreal;
 - ✓ 1978 - Commonwealth Games, Edmonton;
 - ✓ 1983 - Summer FISU, Edmonton;
 - ✓ 1988 - Winter Olympic Games, Calgary;
 - ✓ 1994 - Commonwealth Games, Victoria;
 - ✓ 1999 - Pan American Games, Winnipeg;
- 🍁 Canada will host the 2010 Winter Olympic / Paralympic Games, Vancouver.

HISTORY



- 🍁 The International Single Sport Event Component funds 45-60 events per year (70 requests) with a budget of over \$1 Million annually, at this time.

HISTORY



- 🍁 The International Strategic Focus Events
 - ✓ 1999 NAIG, Victoria
 - ✓ 2002 NAIG, Winnipeg
 - ✓ Arctic Winter Games (since 1970)
 - ✓ 1999 Special Olympics World Winter Games, Toronto
 - ✓ 2001 JDLF, Hull & Ottawa
 - ✓ 2008 NAIG, Cowichan

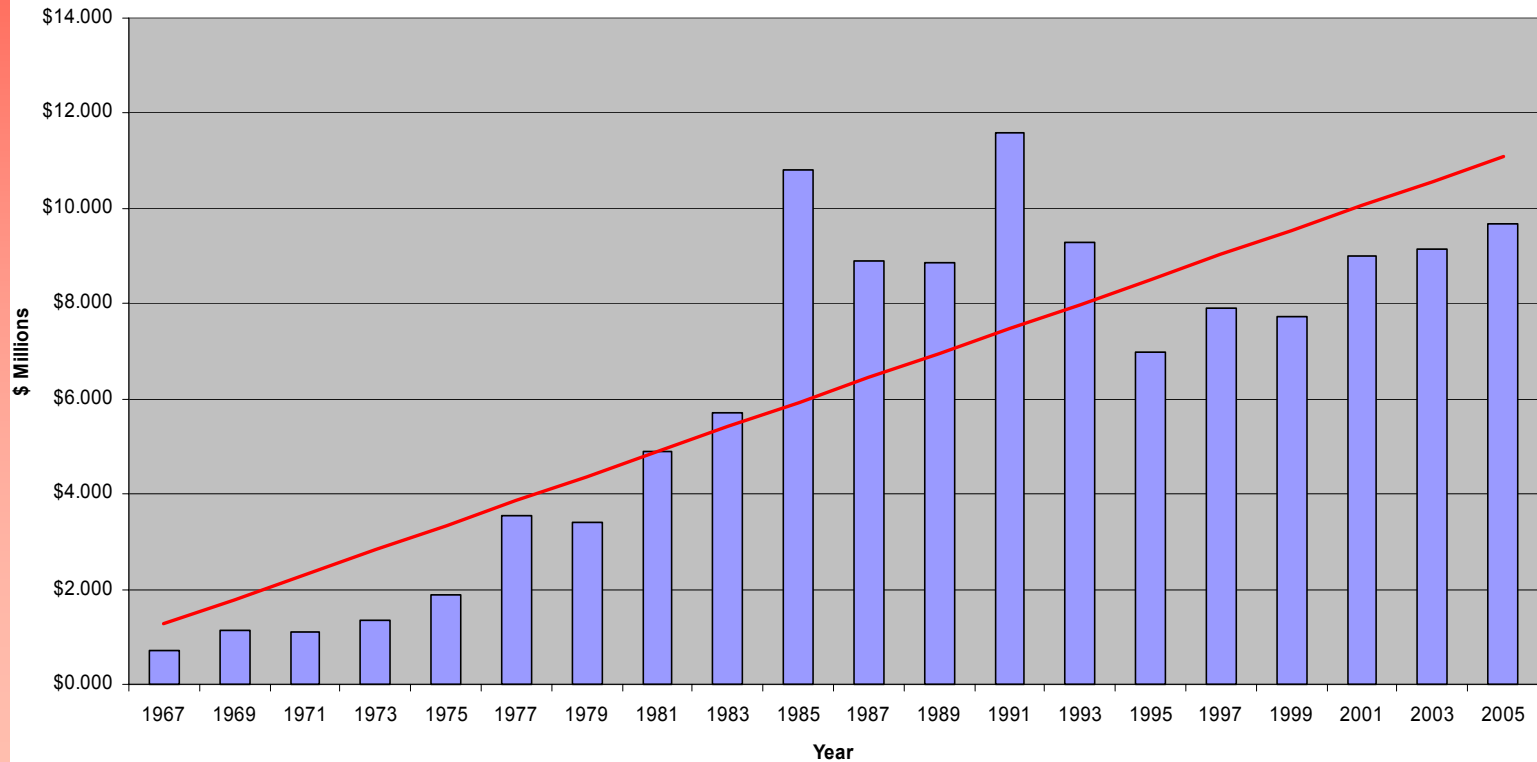


CONTRIBUTIONS



Canada Games 1967 – 2005

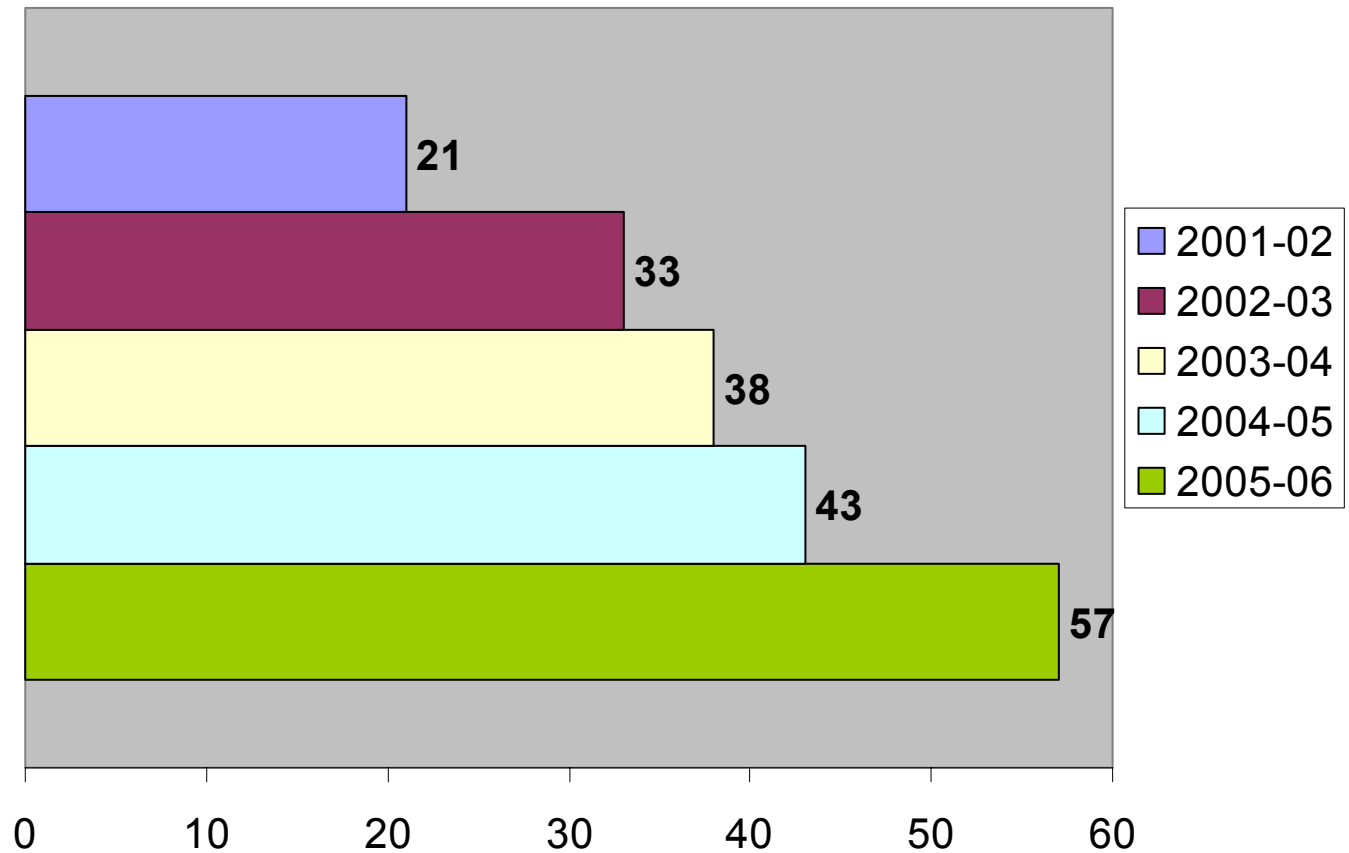
Canada Games - Government of Canada (Sport Canada) Contributions





CONTRIBUTIONS

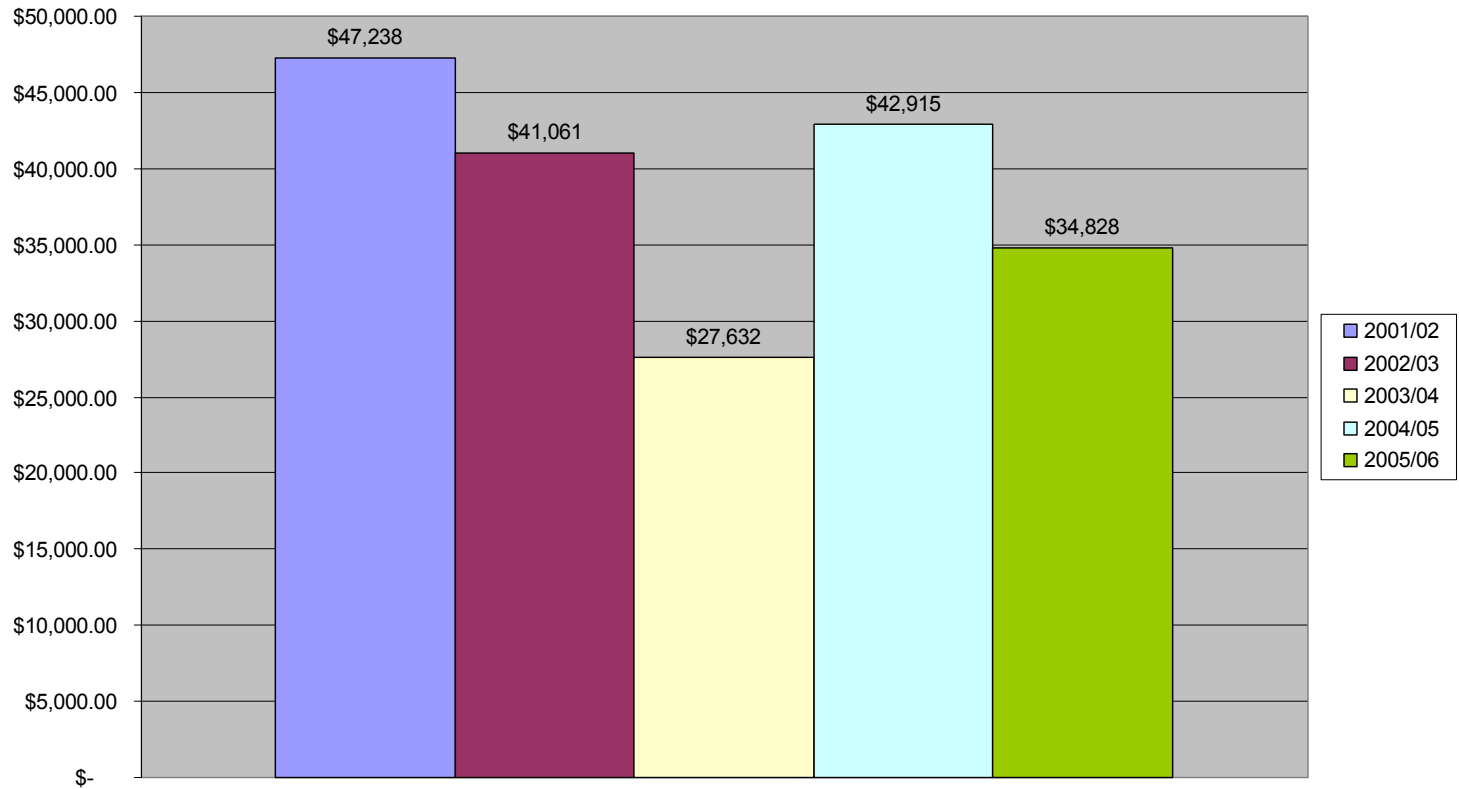
Number of "small" ISSE Contributions
per Fiscal Year





CONTRIBUTIONS

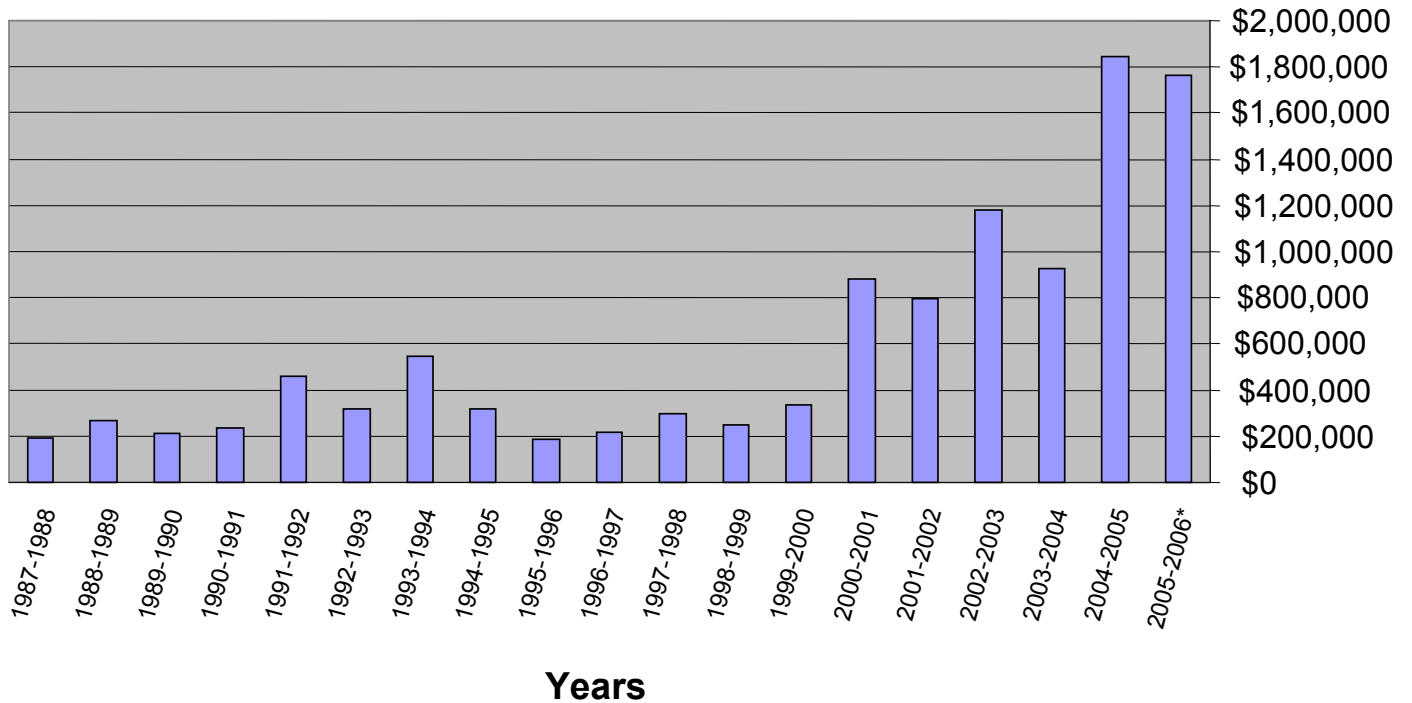
Average Contribution per "small" event
per Fiscal Year



INTERNATIONAL SINGLE SPORT EVENT FUNDING



ISSE Contributions per Fiscal Year 1987-2005



HOSTING IMPACTS



🍁 Sport Legacy

- ✓ 1988 COP, Speedskating Oval, etc.
- ✓ 1994 Commonwealth Centre for Sport Development (CCSD)
- ✓ 1999 Upgraded Pan Am Facilities

HOSTING IMPACTS



- 🍁 Economic Impact
 - ✓ Job Creation
 - ✓ Increased Tourism
 - ✓ Regional Development
 - ✓ Enhanced Infrastructure
 - ✓ Increased Tax Revenue

HOSTING IMPACTS



- 🍁 Social and Cultural Impact
 - ✓ Showcase Canadian athletes
 - ✓ Celebrate Canada's diversity and achievements
 - ✓ Build Canada and its communities
 - ✓ Mobilize and broaden the volunteer base

HOSTING STRATEGY



🍁 TRENDS:

- ✓ Increasing interest to host sport events in Canada.
- ✓ Increase in number of events available to be hosted.
- ✓ The costs associated with hosting events have increased (International Federation's rights/marketing fees).
- ✓ Increase in # of large budget requests (FINA, World Cycling, World Athletics).



HOSTING STRATEGY

🍁 IMPACT OF TRENDS:

- ✓ Increased ***fiscal pressures*** on all levels of governments.
- ✓ An identified need for a ***planned strategic approach*** to Hosting International Sport Events.
- ✓ Need to ensure that sport ***development needs are the focus***, under the ***Building Capacity*** pillar of the ***Canadian Sport Policy***.



HOSTING STRATEGY

- ❁ The *Canadian Sport Policy* and the *Federal-Provincial/Territorial Priorities for Collaborative Action 2002-2005*, noted significant benefits to hosting International Sport Events in Canada.
- ❁ Highlighted the need for:
 - ✓ Sharing of expertise from one games/events to the next – Transfer of Knowledge;
 - ✓ Collaboration between governments and the sport community;
 - ✓ Coordinated strategy for legacies (infrastructure and programs).



REVISED HOSTING POLICY

Hosting Policy Revision 2005

- ✓ Will provide the basis for the application of the Hosting Program.
- ✓ Will incorporate the objectives of the Report on Hosting International Sport Events in Canada – a proposal for a strategic framework.
- ✓ Will reinforce commitment to Aboriginal Peoples and athletes with a disability.



HOSTING POLICY CHANGES

- 🍁 Targets for the number and types of events.
- 🍁 Clarifies the Government of Canada requirements (timelines, eligibility, funding assessment, etc.).
- 🍁 Provides the basis for the implementation of the ISECG.
- 🍁 Definitions for terms used.



HOSTING POLICY

- 🍁 Sport Impacts will be a priority for funding toward sport events.
- 🍁 An annual calendar of priority events that the Government of Canada has identified as contributing to Sport Impact will be developed.
- 🍁 The list will be compiled in collaboration with National Sport Organizations and Multisport Service Organizations.



ROLE OF SPORT CANADA

- 🍁 Lead the implementation of the Hosting Policy.
- 🍁 Provide capacity to develop bidding and hosting tools.
- 🍁 Coordinate government involvement in bidding for and hosting of International Sport Events through the ISECG.
- 🍁 Funding recommendations for selected projects.
- 🍁 Request for funding for bidding and hosting projects.



ROLE OF THE ISECG

- 🍁 Coordination and sharing of bidding and hosting information.
- 🍁 Oversight of the bidding and hosting management processes.
- 🍁 Analysis and prioritization of opportunities/events & “rolling calendar”.
- 🍁 Development of tools and templates.
- 🍁 Analysis and recommendations for Hosting Program funding.



ISECG IMPLEMENTATION

PROGRESS TO DATE

- ✓ ISECG Implementation Plan
- ✓ Draft Hosting Policy Revision
- ✓ NSO / MSO Hosting Plan Template
- ✓ Assessment Tools
- ✓ Communication & Coordination



ROLE OF THE NSO / MSO

- ❖ Development of bidding & hosting plans (linked to LTAD and HP plans).
- ❖ Provide background information on events identified.
- ❖ Endorsement, approval and prioritization of bidding & hosting projects.



HOSTING INFORMATION

POLICIES

- ✓ Canadian Sport Policy
- ✓ Federal Policy on Hosting of International Sport Events

HOSTING PROGRAM

- ✓ Contribution Guidelines

www.pch.gc.ca/sportcanada