



Introduction

The hosting of international sport events offers Canada the potential to bring direct and significant benefits across a broad range of government priorities and can act as a catalyst for the achievement of other federal objectives. Athletes, coaches, officials and volunteers benefit from preparation programs, competitions, programming and facility legacies. Sport organizations also benefit from increased exposure and influence, and experience increased participation in the sport.

Economic benefits include job creation, particularly in the small and medium-sized business sector, regional development, increased tourism, increased exports, enhanced infrastructure and increased tax revenue.

Social benefits range from unique work experiences including training and youth participation, to volunteer promotion and increased emphasis on fitness and health.

Hosting also offers a forum to celebrate athletic, artistic and cultural excellence and provide Canadians with the opportunity to contribute to the expression of Canadian identity.

Need for a Policy

The Policy for hosting International Sport Events (Hosting Policy) is a key instrument in the federal government's overall approach to sport development in Canada. It is designed to work with other government initiatives essential to the vitality of the sport system. Together, these efforts are intended to maximize sport-related benefits as well as those linked to other government priorities.

The Hosting Policy addresses two significant issues. First, the number of events on the hosting calendar continues to increase each year. At the same time, the costs associated with hosting and the period of bidding, planning and preparation leading up to staging an event are increasing. A hosting policy is needed to ensure that the federal government invests in only those events which reap significant sport, economic, social and cultural benefits.



The federal government has historically provided a significant portion of the funding for the staging of events and has often been the primary funder of the associated legacy, particularly for major games. The financial funding model of the Hosting Policy will ensure closer partnerships between governments, private sector and franchise holders for both the staging and legacies associated with an event.

Objectives of the Policy

The Hosting Policy is essentially a decision-making framework for determining federal involvement in the hosting of international sport events. The Policy clarifies the federal government's role in hosting and provides a transparent, decision-making tool for the government to assess proposals against strict criteria. The Policy links federal support to only those events which can bring significant net sport, economic, social and cultural benefits to Canadians.

Scope of the Policy

The Hosting Policy applies to the hosting of major games (e.g. Olympics, Pan-American Games), strategic focus events (e.g. North American Indigenous Games) and singlesport hosting (e.g. world championships, world cups). The Hosting Policy does not apply to the Canada Games which are governed by a federal/provincial agreement.

Tenets of the Policy

The federal government is interested in supporting the hosting of a reasonable number of international sport events, provided that a number of principles and conditions are met.

Principles

Potential to accrue net benefits. The federal government will only support those events that advance national policy objectives; accrue significant net sport



economic, social and cultural benefits; and ensure significant legacies. The potential benefits will be identified through the completion of the Assessment Guide (Appendix I) by the franchise holder; and

Fiscal reality. Notwithstanding all assessment criteria being met, the federal government is not obligated to provide funding for an event. Financial support is dependent upon available funding and Cabinet approval (primarily for major games).

Conditions

Proactive partnerships. If federal funds are requested, franchise holders must seek federal support before any bid is made to the international franchise holder;

Provision of legacies. Franchise holders and host societies must invest directly in the associated sport programming legacies. Submissions must contain strategies to ensure continued sport programming and reasonable access to facilities for high performance athletes in perpetuity. Economic, social and cultural legacies related to the provision of services and benefits to the community at large will also be considered.

Compliance with federal standards. Federal standards pursuant to the "Official Languages Act" and "the Fair Communication Practices: Treasury Board Manual" must be followed. Host societies must comply with all environmental laws and, federal principles on sustainable development and, where required, conduct environmental assessments in accordance with the *Canadian Environmental Assessment Act*. They must also follow the *Standard Operating Procedures* in the Canadian Anti-Doping Program.

Equitable financing. The federal government will limit its contribution to a maximum of 35% of total event costs and will not exceed 50 per cent of the total public sector contribution to the event. Calculations for determining federal financial support will include direct, indirect, and essential services, as well as any contribution towards legacy. The federal government will not be the sole funder of the sport legacy.



Demonstrable community support. Proposals must indicate that there is sufficient community support for the event; and

Sound management. Organizers must demonstrate that they have the organizational ability and technical capacity to stage a successful event.

Application Procedures

Applications will only be considered from the following organizations: (1) Canadian Major Games franchise holders recognized by a sanctioning International Federation; (2) National Sport Organizations that meet the eligibility requirements of the Government of Canada's Sport Funding and Accountability Framework or the Funding and Accountability Framework for Athletes with a Disability.

Groups seeking federal government financial support are asked to review the Assessment Guide contained in Appendix I. This guide provides a list of questions to help groups in preparing their submissions for federal support. The questions contained in the Assessment Guide are based upon the Hosting Policy principles and conditions and should be addressed in all submissions.

Appendix II contains guidelines for conducting an economic evaluation of international sport events. By providing a standardized approach for determining the economic benefits and impacts of hosting an international sport event, the guidelines will help ensure the consistent and fair evaluation of applications for federal funding.

Application letters and background material should be sent to:

The Major Games Unit
Sport Canada
16th Floor, 15 Eddy
Terrasses de la Chaudière
Gatineau, Québec
K1A 0M5

Review Procedures



Canadian Heritage Patrimoine
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Following the receipt of submissions, Sport Canada will conduct an initial screening of each application. The steps in the evaluation process will differ according to the type, scope, cost and benefits associated with the event under consideration. In all cases, Sport Canada will be responsible for the initial assessment of submissions. Applications for major games proposals will then be assessed through a broad inter-departmental process. The extent of support will range according to the submission, type of event and available resources. Applications for events with a strategic focus will generally be assessed through a more limited inter-departmental process. Single-sport applications will be reviewed by the Department of Canadian Heritage. The extent of support will vary according to the submission, type of event and available funds. For further information, please contact the Major Games Unit, Sport Canada, Telephone: (819) 956-8130.