



Volume 1, Number 3

September 2001

## President's Message

The sport tourism industry in Canada took centre stage during the summer of 2001 with a variety of high profile national and international sport events making headlines on a daily basis.

From July 14 – 24, Ottawa-Hull hosted over 3,000 artists and athletes representing over 50 governments for a program of cultural and athletic competitions in the fourth edition of les Jeux de la Francophonie. The World Triathlon Championships (featuring Sydney Gold Medalist Simon Whitfield) were held in Edmonton during the month of July, followed by the IAAF World Athletics Championships from August 3 – 12. London, Ontario played host to the 2001 Canada Summer Games and approximately 5,000 coaches, athletes and technical personnel from every province and territory from August 11 – 25.

In addition to providing exciting competition and performances for on-site participants and television audiences in Canada and around the world, these events contributed important social, economic and sport development benefits to the host communities. The combined economic impact of these events is projected to be in excess of \$400 million.

The sport tourism industry in Canada has a bright future indeed. Denis Coderre, Secretary of State for Amateur Sport, is a strong supporter of using hosting opportunities to build a strong and cohesive amateur sport system. Positioning sport as an investment (rather than an expense) is part of his philosophy and strategy in garnering additional financial resources from his cabinet colleagues. The CSTA will continue to collaborate with the Secretary of State as the new hosting policy framework continues to evolve.

The disappointment we all felt in July following the announcement of China as the host for the 2008 Summer Olympics was quickly replaced by renewed optimism and enthusiasm for Vancouver/Whistler's winter bid for 2010. Congratulations to John Bitove and the entire Toronto 2008 team for managing an outstanding bid process and best wishes to Vancouver/Whistler as we approach decision day in 2003! Although the high profile events often attract the headlines, there are literally hundreds of other events available for Canadian communities to host each year. Whether your community is interested in hosting local, provincial, national or international sport events, there are events that match your hosting capacity.

The CSTA is at the forefront of managing the growth of sport tourism in Canada, and together we can share the future benefits of a vibrant, expanding industry.

A handwritten signature in black ink that reads "Bob Graham".

**Bob Graham**  
President, CSTA

## Montreal Wins Doping Agency

Montreal was selected on August 21<sup>st</sup> as the site for the headquarters of the International Olympic Committee's World Anti-Doping Agency (WADA). The vote, which occurred in Tallinn, Estonia, took four rounds before Montreal was declared the winner. Other candidate cities included Bonn, Stockholm, Vienna and Lausanne, the agency's temporary headquarters since its inception in 1999. Montreal defeated Lausanne 17-15 in the final round of voting.

July was a frustrating month for Canadians associated with the International Olympic Committee. Toronto's Olympic bid lost to China as the host for the 2008 Olympic Summer Games and Dick Pound's pursuit of the IOC Presidency fell short as Belgian Jacques Rogge succeeded Spaniard Juan Antonio Samaranch as IOC President.

WADA will be the beneficiary of approximately \$18 million in federal and provincial tax breaks and other incentives which were offered to attract the agency, however, Denis Coderre, Secretary of State for Amateur Sport, predicted that WADA would eventually add "millions of dollars to the Montreal economy". "We can now say with confidence that this victory represents the start of a very big chapter of decentralization and globalization within international sport", added Coderre, a reference to the historical Eurocentricity within the Olympic movement.

The WADA headquarters are expected to open in February 2002 in Old Montreal's Stock Exchange Tower and will employ over 50 people.

## **Federal Funding Announced for 2005 World Police and Fire Games**

Secretary of State (Amateur Sport) Denis Coderre recently announced financial support of \$275,000 for the World Police & Fire Games, scheduled to take place in Quebec City from June 26 to July 5, 2005.

"The Government of Canada is committed to supporting international events," said Mr. Coderre. "International competitions provide an important community and economic legacy to the regions that host them."

The goal of the World Police & Fire Games is to promote both sport and fitness within the international community of firefighters and police, customs and correctional officers. Representatives from all levels and all ages can participate.

The World Police & Fire Games are held every two years and involve approximately 10,000 participants from 80 nations, competing in 66 disciplines, including sport activities and events that relate to their profession.

The event has been hosted twice in Canada: in Vancouver, in 1989, and in Calgary, in 1997. The 2001 Games were hosted in Indianapolis, U.S.A., in June of this year.

## **It's a wrap! Hosting the world proves to be extraordinary experience**

The Edmonton 2001 World Championships in Athletics has concluded, with more than 400,000 in attendance at an action-packed 10 days of exciting competition.

"Our final, total attendance for the past 10 days was 400,886 and we're extremely pleased with the daily average attendance of 40,089 at the Stadium. We went from just slightly under 29,000 on Saturday, Aug. 4 to a high of 54,920 on Day 10, the Closing Ceremony," said Chairman of the Board, Jack Agrios.

"I'm also very happy to announce that not only did we surpass our budget target of \$12.5 million in ticket revenue, we believe we have set the stage for future Championships to be held on this continent," Agrios noted. "We've also set the foundation for the future development of track and field in Canada through the Run, Jump and Throw Education Program."

The Canadian Broadcasting Corporation (CBC), the Canadian broadcast rightsholder, says the viewing audience was also strong throughout the 10 days. During prime time in the early evening, an average of 588,000 households was glued to their sets watching the action from Commonwealth Stadium. Still thousands upon thousands more lined the streets of Edmonton to take in the two marathons and the race-walk events.

Kinsmen Park was also the site of large crowds who took in the free, nightly entertainment for eight nights at The Festival of The World's™. In total, approximately 220,000 people attended the concerts, for an average of 27,500 per evening.

And, The World's™ Plaza located in Churchill Square in downtown Edmonton saw more than 205,000 for nine days of entertainment and hands-on activities. Average daily attendance for the nine days at the Plaza was 25,625.

Plans are in the works to turn over the lumber that was used for many of the temporary structures that were utilized during The World's™ to Habitat For Humanity in Edmonton. "The amount of wood that will be given to this outstanding organization will assist them in building more than three, one-thousand square foot homes," said Jim Hole, a member of the Championships' Board of Directors. An auction sale to dispose of the Championships' assets, including the banners, will be set in the near future. Equipment such as discuses, shot puts, javelins, high jump and pole vault mats will be turned over to Athletics Alberta for use by young athletes in training right across the province.

This is the first time the IAAF World Championships in Athletics have been held in North America. There were 200 competing federations, with an additional six involved in Congress, for a total of 206 federations participating at these Championships. Throughout the Championships, 1766 athletes and 1413 officials came to Edmonton for The World's™. 1643 broadcast media, from 86 companies, and 1035 print and photographers were accredited to cover The World's™.

## **Montreal: Host of the 11th FINA (Aquatics) World Championships in 2005**

In a bid led by Montreal Sports International (ISM), Montreal was recently awarded the 11<sup>th</sup> FINA World Championships in 2005.

Three other cities were in the race: Rio de Janeiro (Brazil), Melbourne (Australia) and Long Beach, California (United States). Montreal won the bid by one vote.

The Bid Committee for Montreal 2005 was chaired by Mrs. Lyn Heward (President and General Manager, Creative content, *Cirque du Soleil*) and composed of Marc Campagna (President and Chief Executive Officer, MSI), Jean Perron (Project manager, ISM), Gordon Peterson (President, Aquatic Federation of Canada), Harold Cliff (consultant) and Pierre Bélec (*direction générale*, City of Montreal). Together, they elaborated a solid project which met all FINA requirements and standards while ensuring a concrete and permanent legacy to all athletes.

As Lyn Heward declared during the official presentation: "Montreal offers much more than a sporting event, it offers a great tribute and celebration of aquatic sports." The main objective behind the project was to make these Championships a model for the future, and also to attract 250 000 visitors during the 14 days of competition. The event will take place from July 17<sup>th</sup> to July 31, 2005.

All official competitions of the 11<sup>th</sup> FINA World Championships, as well as the opening and closing ceremonies, will be centralized on the islands of Parc Jean-Drapeau. The islands will also boast a village featuring boutiques, restaurants and special animations which will captivate both young and old as they discover the thrills of aquatic sports.

An outdoor aquatic complex, the only one of its kind in Canada, will be built at the *Pavillon des Baigneurs* on *Île Sainte-Hélène* and will feature three permanent pools. This unique complex, which will be the main venue for the 11<sup>th</sup> FINA World Championships, will also be able to host other national and international events, on top of becoming a privileged site for training and physical activity.

A temporary pool will be built just next to it, on the parterre, for the synchronized swimming competition. The water-polo facilities will also be erected temporarily on the Plaine des jeux. After the event, the pools will be donated to the City of Montreal to be installed permanently at selected sites throughout the city.

The 11<sup>th</sup> FINA World Championships have an overall balanced budget of \$46 M, which includes the costs for all permanent infrastructures. The project has received the support of the Government of Canada, the Quebec government and the City of Montreal, for a total of \$23.5M.

The staging of this prestigious event will have direct spin-offs for Montreal, Quebec and Canadian athletes; it will encourage sport development and the renewal of resources, as well as the training of organizers and the installation of infrastructures. The event's economic spin-offs are estimated at \$50 M for the metropolitan area. Given the competition's international scope, the city will also benefit from significant promotional and media visibility.

In upcoming months, Montreal Sports International will set up an organizing committee which will make this event an international success.

The 11<sup>th</sup> FINA World Championships are one of the world's five largest sporting events. More than 1,500 athletes from 125 countries are expected in Montreal in 2005.

## **Regina to Host 2005 Canada Summer Games**

More than 4,000 amateur athletes will descend on Regina in August of 2005 to compete in the Canada Summer Games. Saskatchewan Culture, Youth, and Recreation Minister, Joanne Crofford and Chair-designate of the Canada Games Council, Larry Smith announced the success of Regina's bid on July 10<sup>th</sup>.

"The Canada Games brings together young athletes from every province and territory in a unique and memorable experience. It instills in youth a lifetime appreciation for sport, fitness, and teamwork," said Crofford. "It's an opportunity to celebrate their achievements and to support their commitment to excellence in culture and sport."

"Congratulations Regina! On May 30 and 31, members of the Canada Games Council Site Evaluation Committee met your Bid Committee. We toured your beautiful city, visited various venues and reviewed your plans. We were most impressed. You have all the components of leadership and community support to host a great Canada Games," said Smith.

"This event will showcase the City of Regina and the Province of Saskatchewan on the national scene," said Regina Mayor, Pat Fiacco. "I am very pleased to announce today that Mr. Bob Ellard has agreed to chair the Organizing Committee for this prestigious event."

A number of communities near Regina, including Saskatchewan Beach, Lumsden, Regina Beach and Moose Jaw, participated in the bid and will host portions of the Games.

"The Games will garner new investment in local facilities and increased tourism for Regina and for nearby communities that participated in the bid," noted Moose Jaw Mayor, Al Schwinghamer. The Canada Games, this country's premiere multi-sport event, are held every two years, alternating between winter and summer. The first Canada Games were held in 1967 during Canada's Centennial. The 2005 Games will coincide with Saskatchewan's Centennial.

The Canada Games are the product of co-operation between the Government of Canada, provincial and territorial governments, host municipalities, and the Canada Games Council. The 2001 Canada Summer Games were held in the London region of southwestern Ontario on August 11-25, 2001. The next Winter Games will be held in northern New Brunswick in 2003.

## **The Government of Canada and the Canadian Soccer Association Join Forces to Pursue World Cup Soccer Bid**

Secretary of State (Amateur Sport) Denis Coderre and Jim Fleming, President of the Canadian Soccer Association (CSA), recently announced that Canada will seek the rights to host the next Fédération Internationale de Football Association (FIFA) World Cup soccer event available to this hemisphere. That opportunity could come as early as 2011.

In support of this announcement, Mr. Coderre and Mr. Fleming released a copy of a feasibility study conducted by Deloitte & Touche LLP. which confirms that a Canadian World Cup bid is viable and would be a financial success. The study, which was supported by a grant from the Government of Canada, indicates that Canada already has many of the required facilities in place. However, some refurbishing would be needed and one additional permanent stadium would have to be built, which the study assumed to be in Halifax so that all geographical regions are represented.

"The World Cup of soccer is the largest single sport event in the world and there would be tremendous financial and social benefits for Canada," said Mr. Coderre. Moreover, hosting the World Cup in our great country would create an important legacy for our sport system and the generation of athletes to come."

"I have sent a letter to Mr. J.S. Blatter, President of FIFA announcing our intention to bid for the rights to the next FIFA World Cup available to our Confederation," stated Jim Fleming. "We will mount a bid which will involve all regions of Canada, stretching from the Atlantic coast to the Pacific. We will partner with the Government of Canada, the private sector, stadium authorities and other prospective partners in financing, planning and implementing this Bid."

The Secretary of State and CSA President also confirmed that as part of Canada's strategy to secure a future World Cup bid, Canada will host the Under-19 Women's World Soccer Championship in 2002. Mr. Coderre also announced that the Government of Canada will invest \$500,000 for the hosting of the event. The Championship will be held in three locations in Canada (which are still to be determined) from August 17 to September 1, 2002. It will feature teams from 12 countries competing in 26 matches.

Mr. Coderre and Mr. Fleming also announced that the Government of Canada and the CSA were currently exploring ways of setting up a new type of partnership to promote soccer in Canada and to pursue the future World Cup bid. To this effect, Mr. Coderre announced the appointment of Jean Gandubert to his staff as the senior advisor on soccer.

The complete economic feasibility study for Canada hosting the FIFA World Cup is available on Soccer Canada's web site at [www.canadasoccer.com](http://www.canadasoccer.com) and the executive summary is available on the Department of Canadian Heritage's web site at [www.canadianheritage.gc.ca](http://www.canadianheritage.gc.ca)

## SIRC and CSTA Join Forces to Promote Canadian Sport Tourism

The Sport Information Resource Centre (SIRC) and the Canadian Sport Tourism Alliance (CSTA) recently announced a partnership to work collaboratively on the promotion of sport tourism in Canada. The CSTA and SIRC will aim to stay at the forefront of sport tourism, a \$1.3 billion per year industry and one of the most rapidly developing sectors of the tourism industry in Canada.

SIRC is the world's leading bibliographic sport database producer and houses the most comprehensive collection of educational sport information. The SPORTDiscus features over 600,000 qualified references including submissions from other sport databases such as The Olympic Museum, Atlantis, and Héraclès and indexing partners such as Australia's National Sport Information Centre and The American Athletic Foundation. SIRC recognizes the rising interest in and study of sport tourism. As such, current domestic and international information in the field of sport tourism is indexed along with other research and practical level information found in the SPORTDiscus.

The CSTA is a tourism industry-led organization that currently counts over 30 municipalities across Canada among its membership base. The CSTA's mandate is to increase Canadian capacity and competitiveness in hosting national and international sport events. The CSTA recently launched its Events Database & Search Engine, a web-based intranet platform designed for matching national and international sport events with potential host communities across Canada. The relevant content from this Events Database will be incorporated into the SPORTDiscus. "SIRC is pleased to play a role in documenting the exciting advancements in the field of Sport Tourism", said Debra Gassewitz, President of SIRC.

The CSTA's responsibility to manage future industry growth will be joined with SIRC's strength in providing access to international information on sport and sport tourism related fields. "This partnership allows us to improve our communications network between the sport and tourism sectors and provides Canada with a competitive advantage internationally," stated Rick Traer, CSTA Chief Executive Officer.

## CSTA Database and Search Engine Update

The fully bilingual CSTA Events Database and Search Engine, officially launched at the CSTA Annual Conference earlier this year in Toronto, now contains over 50 national and international sport events which are available and open for bids. "We're very happy with the content and the progress of the Database", stated Heather Fitz, CSTA Database Administrator from her office in Saskatoon. "We are planning to meet with many additional rights holders over the next several weeks and will meet our target of 100 events by year end". Please direct any inquiries to Heather at the following email address: [hfitz@tourismsaskatoon.com](mailto:hfitz@tourismsaskatoon.com)

CSTA members have access to the Database as a membership benefit ([www.canadiansporttourism.com](http://www.canadiansporttourism.com)).

## New Members

The CSTA extends a warm welcome to the following new members:

Meetings PEI  
Sask Sport  
Ontario Ministry of Tourism, Culture and Recreation

## Upcoming Events

1 <sup>st</sup> Annual Sports Summit	September 22	Hamilton, ON
Cdn. Sport Leadership Conference	October 19-21	Mississauga, ON
TIAC Annual Conference	October 21-23	Vancouver, BC
TEAMS Conference	October 24-27	Salt Lake City, UT
Sports Events and Economic Impact	April 17-19, 2002	Copenhagen

*Ce document est également disponible en français.*