



APPENDIX 1

ASSESSMENT GUIDE

The following list of questions will assist organizations and bid groups in the preparation of their proposals for federal support for the hosting of international sport events.

I. General

All bidding groups are requested, as part of their proposal, to provide a detailed budget outlining anticipated expenditures and revenues from all sources.

II. Sport Development

Sport development includes activities required for the staging of the event and those that will provide a post-event legacy. The involvement of other partners/agencies in the funding and programming of the legacy is a key consideration.

a) General

- 1) How will hosting of the event enhance the development of sport in Canada?
- 2) Outline the activities that will be undertaken to ensure that adequate doping control procedures are in place during the event.

b) Officials Preparation

Outline plans, budget and funding sources for pre-event recruitment and training of officials, and post-event plans to maintain their involvement.

c) Volunteer Preparation

Outline plans, budget and funding sources for the recruitment and training of the required number of volunteers to host the event and participate in post-event legacy programs.

d) Pre-Event Test Events

Outline plans and budget for staging test events for athletes, coaches, officials and volunteers.

e) Legacy

- 1) Facility Access: Identify a strategy, including partners, to ensure reasonable access to facilities (preferred times and rates) for high performance athletes, in perpetuity.
- 2) Athlete Preparation: Identify a strategy, including partners, to maximize the sport programming and service benefits to high performance athletes, in perpetuity.

- 3) **Coaching Education and Employment:** Identify a strategy, including partners, to develop and ongoing program for the educations, training and employment of high performance coaches, in perpetuity.
- 4) **Sport Medicine/Science Program:** Identify a strategy, and partners, to provide sport/medicine/science expertise and programming for high performance athletes, in perpetuity.

III. Economic Benefits and Impacts

Economic benefits, usually examined in cost-benefit studies, are an indication of whether there will be a positive return on the investment. Economic impact studies attempt to demonstrate how spending related to the event (e.g. by visitors) circulates through the economy. The federal government is interested in both types of studies, but the two should not be confused not should the results be combines.

Appendix II, “Guidelines for Completing Economic Evaluations,” will assist organizations and bid groups to understand the requirements for and how to conduct cost-benefit analysis and economic impact assessments.

IV. Social Benefits

The federal government has set objectives and adopted policies and legislation which aim to give full substance and reality to social and human values. The degree to which an event attains, complies and supports these objectives is an important factor in determining federal support.

- a) **Canadian Identity and Citizenship**
Specify how the event will foster mutual understanding and consensus among Canadians and demonstrate the advantages and benefits of Canadian life and society.
- b) **Youth Involvement**
Specify the measures that will be taken to encourage youth participation in planning and staging the event.
- c) **Gender Equity**
Provide a policy and plan demonstrating an appropriate gender balanced for all areas related to the event.
- d) **Voluntarism**
Describe the plans to recruit volunteers, including selection procedures, training program, number of volunteers required and their function in staging the games and games legacy.
- e) **Official Languages**

Indicate what services will be available in the official languages. Will other languages be used?

- f) **Employment Equity**
Provide an employment equity plan outlining policies related to the hiring of women, visible minorities, people with disabilities and Aboriginal people (specify targets), and the policies designed to encourage greater participation by these groups.
- g) **Multiculturalism**
Outline the activities that will increase awareness and appreciation of Canada as a racially and culturally diverse country.
- h) **Aboriginal People**
Outline the activities that will increase awareness and appreciation of the important historical, social and cultural contributions of Canada's Aboriginal peoples.
- i) **Persons with Disabilities**
Outline plans to facilitate full access of disabled persons to every site. Indicate also the degree to which athletes with disabilities will play a fully integrated role in the event.
- j) **Fitness**
Outline plans and/or programs designed to improve the general level of fitness of the population, to provide opportunities for broad-based participation in physical activity, and to contribute to the development of safe, active and healthy communities.
- k) **Public Support**
Indicate the level of public support for the event (an independent scientific survey and/or results of public consultations).
- l) **Environmental Assessment**
An independent scientific environmental assessment, including potential ecological, physical and social impacts, is generally required. Depending on the type of event, public hearings must be held to allow the community to express its views.

V. Cultural Benefits

There are four primary areas of emphasis that the federal government wishes to consider in the assessment of cultural (as distinct from social) benefits of hosting international sport events. These include:

the level of adherence to federally set standards for communication;

the level of inclusiveness of linguistic and cultural aspects of the event;
the level of inclusiveness in arts and heritage activities; and
the level to which the potential for exposure to Canadian culture is exploited.

a) Standards for Communications

- 1) Describe the use of the official languages. (Note: federal standards pursuant to the *Official Languages Act* must be followed).
- 2) Describe the depiction of women, visible minorities, persons with disabilities and Aboriginal peoples in communication materials used before, during and after the event. (For guidelines please contact Sport Canada.)

b) Linguistic and Cultural Aspects

- 1) According to the most recent census data, what is the population breakdown of the city and environs for linguistic minorities, Aboriginal peoples, gender and ethnocultural minorities?
- 2) What will be the participation of these groups in the organization, staging and post-event activities?

c) Arts and Heritage Activities

- 1) Describe plans for inclusion and participation of individuals from the various cultural organization and implementation of activities before, during and after the event.

d) Exposure of Canadian Culture

- 1) What is the potential for the exposure of Canadian culture to tourists and media before, during and after the event?
- 2) What specific activities are planned to capitalize on this potential tourism and media exposure before, during and after the event&
- 3) What type of co-operation and co-ordination will be arranged between stakeholders in the cultural, tourism and media sectors?