

2018 Sport Tourism FORE-um Round Table Summary

Table #7 | Government Support for Events
Hosted by: Mike Davis, Government of Canada (Sport Canada)
Topic Sponsor: Edmonton Events

Summary

Governments at the federal, provincial/territorial and municipal level are widely recognized as key players in the hosting of sport events in communities all across our country – from single sport championships to major international multisport Games.

Rather than being seen as simply a “funder” of these events, table participants discussed how sport stakeholders can be encouraged to see governments as a “collaborator” at every stage of the event - from idea conception, to planning and delivery, and finally in the collection of lessons learned to improve future events.

Recap

- [Sport Canada](#) is continually working to support the evolution of strategies for hosting by:
 - working with Canada’s national and multi-sport organisations to project their medium and long-term hosting plans and requirements,
 - working collaboratively with provinces/territories on bidding and hosting strategy and alignment,
 - considering how to achieve collaborative impact and legacy objectives for a given event, scaled appropriately to its size, and
 - incorporating real-time lessons learned into bidding and hosting strategies and support to national sport stakeholders (i.e. learning from one project immediately helps the next one, etc.).
- “Alignment” was a word regularly used during the discussions. Alignment in the planning processes of the event stakeholders, including funding decisions. Alignment in the funding requirements of various levels of government. Alignment in understanding the lessons-learned for future events.
- Engagement with government colleagues very early on was a common theme in the discussion. So often, opportunities are missed for governments to be creative and flexible with our support (e.g. experienced advice, connecting like-minded stakeholders, funding, etc.) because they are brought to the table too late in the game. In addition, having governments on-board early has been shown to increase confidence in Canadian bids internationally (e.g. Vancouver 2010 Olympic and Paralympic Games, etc.).
- There were many questions about how to access public funds. A good portion of the answer can be addressed by reaching out to your government partners. At the federal level, Sport Canada tends to most often deal directly with [National Sport Organizations \(NSOs\)](#) and national [Multisport Organizations \(MSOs\)](#) in the course of on-going funding relationships.

Tips & Takeaways

- Invite your government colleagues to the table at the very earliest stages of your event planning. Having a chat when you’re thinking about an event can save time, energy and valuable resources down-the-road.
- There is a desire for the various levels of government to work toward better aligning their planning and funding processes to help sport organizations and event stakeholders maximize their efforts to meet all of the necessary requirements.

