



Hosting Sport Events in Canada: An Economic No Brainer for Canada's Next Government

There are moments in sports that we never forget. Simply say “The Golden Goal” and you know we are talking about Sidney Crosby’s winning goal at the Vancouver 2010 gold medal hockey game. Athletes like Petitclerc, De Grasse, Whitfield, LeMay Doan, Klassen, Dufour Lapointe, Bailey and Tewksbury have all become household names through Olympic, Paralympic and major International Sport Events.

The Canadian Government Should Increase Support of Sport Tourism and Sport Hosting. Here's Why.

Amazing performances on the playing field have sparked an interest in hosting more single sport and multi-sport events in Canada, perhaps another Olympic bid. The federal government should continue to support hosting events for many reasons:

- **We're Number One!:** Canada is currently ranked as the #1 bidding nation and maintains its position as #2 host nation according to Sportcal (Global Sports Impact Report 2015)
- **Taxes, Jobs and Revenue:** Sport Tourism is a \$5.2 billion industry (Statistics Canada, 2014), and is the fastest growing tourism sector in Canada. Events at every level (from Bell Capital Cup minor hockey tournament to the IIHF World Junior Hockey Championship) can equally create millions of dollars in economic activity for Canada.
- **Measurable Impact:** World class evaluation tools like the Sport Tourism Economic Impact Assessment and Sustainable Sport Event Template provide governments with reliable data on the value of events.
- **Sustainability for Sport:** Sport hosting provides national, provincial and provincial sport organizations with the chance to develop many cross sector partnerships, develop best practices and support grass roots development and participation.





- **Legacy and Infrastructure:** Hosting major international events (Pan Am Games or FIFA World Cup) and domestic sport events (e.g. Canada Games) are instrumental in the much needed creation of infrastructure and social capital legacies in host cities and provinces.
- **Athlete Development and ‘Home Advantage’:** Athletes at all levels benefit from having investment in facilities and hosting, and strategic hosting of major events and qualifying tournaments can make a difference for athletes aiming for podium finishes.

Before You Vote: Key Issues to Consider!

Our sport, recreation and physical activity sector supports a strategic approach for bidding and hosting sporting events in order to maximize resources build capacity for Canada’s sport system and optimize the benefits (social, economic, cultural) derived from hosting sport events in Canada.

If you are passionate about sport hosting in Canada and the impact it has on the sport, physical activity and recreation sectors, here are some things to consider when looking at each party’s platform (**Note: Full party platform information for each federal party is available at www.sportmatters.ca/election2015**).

- **Federal Policy for Hosting International Sport Events** - The role of Canada’s federal government is crucial to bringing future events to Canada. *Is your party or local candidate committed to this policy?*
- **Increased Investment in Sport Hosting** - Will your party or local candidate support the sport hosting and sport tourism industry nationally/regionally?
- **Infrastructure And Facilities Deficit** – Canada has not had a designated fund for sport and recreation infrastructure since 2011, and 1967 previous to that (a 44 year gap). Does your preferred party’s platform earmark funds for sport hosting and sport and recreation infrastructure?



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