



**Report of the Interdepartmental  
Group established to examine  
the feasibility of Ireland making  
a bid to host the Special  
Olympics World Games in 2003**

*December 1996*

*Oifig an Tánaiste  
Office of the Tánaiste*



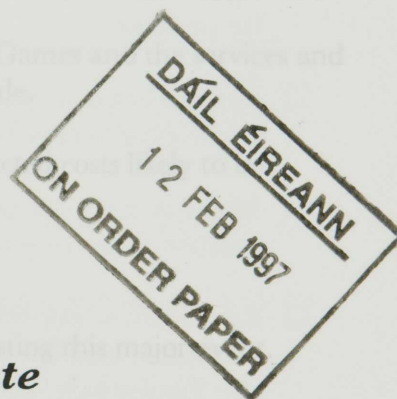




# Report of the Interdepartmental Group established to examine the feasibility of Ireland making a bid to host the Special Olympics World Games in 2003

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# **Executive Summary**

## **Background**

The Government decided on 5th June 1996 to establish an interdepartmental group to examine the feasibility of Ireland making a bid to host the Special Olympics World Games in 2003. The group is chaired by the Office of the Tánaiste and its membership comprises representatives from the Departments of the Taoiseach, Finance, Education, Social Welfare, Health and Equality and Law Reform. Two representatives from Special Olympics Ireland were invited to work with the group.

It was subsequently agreed that the Department of Tourism and Trade would be represented on the group

## **Outline of Report**

The structure of the Report is as follows:

- Section 1      Terms of Reference, background information on Special Olympics International, Special Olympics Ireland, schedule for the Bid Process, work of the group to date and the work of the Sports Strategy Group.
- Section 2.      Outlines the requirements for hosting the Games and the services and facilities which it will be necessary to provide.
- Section 3.      Provides a comprehensive analysis of projected costs likely to be incurred.
- Section 4.      Outlines a plan to fund the World Games.
- Section 5.      Sets out the likely benefits to Ireland of hosting this major event.
- Section 6.      Lists the main tasks involved in making the bid and the costs involved.

Appendices

## **Conclusions**

The group examined carefully the requirements of hosting the World Games in 2003 and considered whether it is feasible for Ireland to undertake this major event. The group is satisfied that, given the resources available at present, and mindful of the constraints outlined, that Ireland could host a world class Games in 2003. Our conclusions are based on an examination of the facilities and accommodation currently available and of the other relevant factors which have been considered in the report.

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We consider that a substantial portion of the estimated costs of running the Games - £9.8m of a total cost of £13.84m - could be met by a combination of fund raising and sponsorship.

We consider that the net State contribution of an estimated £4.04 m would be more than offset by the substantial economic benefits, arising from a significant increase in tourism, job creation and international awareness of Ireland. Significant social benefits would also flow from the increased awareness of people with learning disability and the enormous community and voluntary input which the Games would require.

We also consider that, should Ireland proceed to make a bid for the 2003 World Games, it would be likely to succeed given the support evident from Special Olympics International.

The group therefore conclude that it is feasible for Ireland to host the World Special Olympics Summer Games in 2003.

### **Recommendations**

The group recommend that the Government;

- ☐ **Agree that a bid to host the World Summer Games in 2003 should be prepared,**
- ☐ **Agree that a Letter of Intent should be submitted to Special Olympics International by end of January 1997,**
- ☐ **Make a once off grant of £120,000 to Special Olympics Ireland to enable them to prepare the bid,**
- ☐ **Establish a Bid Steering Group chaired by the Office of the Tánaiste and comprising representatives of the Departments of the Taoiseach, Education, Health, Finance, Equality and Law Reform, Tourism and Trade, Social Welfare and Special Olympics Ireland, to oversee the detailed bid preparation,**
- ☐ **Ask the Bid Steering Group to report to Government by October, 1997 with a recommendation as to whether the bid should proceed.**



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## **Section 1**

### ***Introduction***

#### ***Background***

The Government decided on 5th June 1996 to establish an interdepartmental group to examine the feasibility of Ireland making a bid to host the Special Olympics World Games in 2003. The group is chaired by the Office of the Tánaiste and its membership comprises representatives from the Departments of the Taoiseach, Finance, Education, Social Welfare, Health and Equality and Law Reform. Two representatives from Special Olympics Ireland were invited to work with the group.

At its first meeting on 10 July 1996, the group proposed that the Department of Tourism and Trade should be invited to nominate a representative to join the group in view of the Tourism implications of such a major event and the Government agreed to this proposal on 17 July 1996 ( Membership of the group is at Appendix A).

#### ***Terms of Reference***

- ☐ To examine the feasibility of Ireland making a bid to host the World Games of the Special Olympics in 2003.
- ☐ The group will comprise officials from the Departments of the Taoiseach, Social Welfare, Finance, Health, Equality and Law Reform, Education and the Office of the Minister for Sport and will be chaired by the Office of the Tánaiste.
- ☐ Two representatives from Special Olympics Ireland will work with the group.
- ☐ The Office of the Tánaiste will bear administrative costs associated with the work of the group in 1996.
- ☐ The group will submit an interim report to Government before the end of 1996.

#### ***Special Olympics International***

Special Olympics International Inc. is the official world governing body for Special Olympics. It is a non-profit corporation partly funded by the Joseph P. Kennedy Jr. Foundation.

Special Olympics is founded on the belief that people with a learning difficulty can, with proper instruction and encouragement, learn, enjoy and benefit from participation in individual and team sport, adapted as necessary to meet the needs of the athlete. The mission of Special Olympics is to "provide year round sports training and athletic competition in a variety of Olympic type sports for all children and adults with a learning difficulty, giving them continuing opportunities to develop physical



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fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community”.

### **World Games**

World Summer Games are organised every four years, usually in early July. These Games create an international stage to demonstrate the abilities of people with a learning difficulty. Seven thousand athletes from more than 143 countries participate in 19 sports at the World Summer Games. The World Games reflect the values, standards, traditions, ceremonies and events embodied in the modern Olympic movement.

The Games include colourful opening and closing ceremonies, professionally conducted sports competitions, artistic and cultural activities and special events for athletes and their families.

Thousands of volunteers fill hundreds of roles at World Games ranging from skilled, time intensive jobs to general support roles.

Family members of the athletes are encouraged and facilitated to attend the World Games through a Family Ambassador Programme and special events and seminars are scheduled for them.

The Family Ambassador Programme is especially unique where families in the host city open their homes to families from around the world who would not otherwise be able to afford to attend the Games. The Family Centre offers seminars, entertainment, refreshments, information and a place to get to know other families.

The Host Town programme is another unique aspect of the World Games. Each country is assigned a host town for the 3-4 days prior to the start of the Games. The athletes stay with families in the host town before moving into the official residence for the start of the Games. This gives the athlete the opportunity to acclimatise and learn about the culture and traditions of the country where the Games are taking place.

Many Heads of State, Government dignitaries, sports legends and entertainment stars come to the World Games to show their support for Special Olympics. There is significant media interest with media from some 29 countries attending the Games.

To date the World Summer Games have all been held in the United States. Special Olympics International have indicated their interest in holding the Games outside the US for the first time in 2003.

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## ***Special Olympics Ireland***

Special Olympics Ireland was established in 1978 by a group of interested individuals. It is a non-profit, volunteer organisation which serves as a resource within which training and competition for people with a learning difficulty can take place. In Ireland, Special Olympics has traditionally grown up alongside the centres and organisations for people with a learning difficulty. Clubs are now being set up around the country and the long-term goal is that any person with learning difficulties can avail of the Special Olympics programme. Ireland is now the most developed Special Olympics country outside the United States.

The programme in Ireland covers the 32 counties and is administered by a Board of Directors which includes Provincial representatives. This Board is the governing board of the programme and it creates and develops policies and oversees events that are being organised at all levels. It has a Management Committee to organise the day to day running of the programme. Special Olympics Ireland is divided into the four Provinces for the purposes of conducting training programmes and competitions.

The cost of running Special Olympics Ireland is £350,000 per annum. Eleven percent of this funding is provided by the Government through the Sports Section of the Department of Education. The remainder of the funds are raised through corporate sponsorship and the organisation's own fund-raising efforts.

Each year nearly 12,000 people with a learning difficulty participate in daily programmes leading to regional, Provincial and National competitions. Participants have attended the National Summer Special Olympics Games since 1979. Ireland organised the very first European Special Olympics Games in 1985 and has competed in each World Summer Games since 1979.

Special Olympics Ireland offers 10 official summer sports: athletics, aquatics, gymnastics, tenpin bowling, soccer, basketball, table tennis, equestrian, golf and sailing. It also offers a winter sports programme which includes poly hockey, floor hockey and skiing. All Official Special Olympics sports follow internationally accepted rules, adjusted where necessary to the special needs of the athletes.

The Special Olympics programme is run on a voluntary basis in Ireland. The volunteers are from the staff working in special schools and centres, civic organisations, industry, sports associations and from the families of Special Olympics athletes.

## ***Schedule for Bid Process***

Special Olympics International solicits bids from interested cities world wide to choose the host city for both the Winter and Summer Games and selects the site at least four years before the Games are due to take place. If Ireland wishes to bid for the Summer Games in 2003, it must submit a Letter of Intent to Special Olympics International by **1st October 1997** at the latest. A letter of intent is needed to allow preparation of the bid but does not carry any commitment from a country that a bid



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will in fact be submitted. The formal bid must be submitted by **1st November 1997**. Once a bid has been submitted the country is committed to undertaking the Games if their bid is successful. In **Spring 1998** the host for the 2003 World Games will be announced.

### ***Organisation of the Games***

The bid submitted must identify the people who will form the Games Board of Directors. If the bid submitted is successful a contract is negotiated between Special Olympics International and the Games Board of Directors in the host country. The Games Board of Directors will then select a Games Executive Director. The Games Executive Director will draw up a plan detailing the work that needs to be carried out over the next four years. With the agreement of the Board of Directors the Executive Director will then appoint a further five people each one having responsibility for one of the following areas:

- Administration
- Support Services
- Marketing/PR
- Special Events
- Competition.

There is a contract negotiated between Special Olympics International and the Board of Directors. Staff to administer the Games will be recruited gradually, over the four years rising to a total of 50 by 2003.

### ***Work of the Group to date***

The group has met seven times and has researched and discussed all of the main issues with regard to hosting the Games including the facilities available, transport issues, accommodation for the participants, the cost of hosting the Games, how the necessary funds might be raised and the benefits that would flow to Ireland from hosting the Games. The findings in each of these areas are dealt with in detail in this Report. Representatives from Special Olympics Ireland, The Sports Section of the Department of Education, the Sports Strategy Group and a Public Relations firm have made presentations to the group to assist it in its work.

### ***Delegation to Seminar in Vienna***

Special Olympics International (SOI) hosted a bid seminar in Vienna from 6-8 October 1996 for countries outside the United States who were considering bidding for the World Games. Representatives of the Interdepartmental Group attended the seminar and had private meetings with SOI officials in order to obtain information and to express our interest. The Irish delegation comprised officials from the Office



of the Tánaiste, the Department of the Taoiseach and the Department of Education and Special Olympics Ireland.

SOI officials confirmed their desire to hold the 2003 World Games outside the U.S.A. if a suitable host country could be found. They were particularly enthusiastic about the possibility of an Irish bid, the interest shown by the Irish Government in sending a delegation to the seminar and the work that already has been completed by us in assessing the feasibility of making a bid.

We were given strong indications that SOI would be warmly supportive of a bid from Ireland and that, other things being equal, such a bid would be very likely to succeed.

### ***Sports Strategy Group***

The Sports Strategy group have undertaken an extensive review of Irish Sport and how it contributes to the welfare of individuals. In its view, sport can play an important role in human development. Sport brings people together towards a common goal, it encourages athletes to attain their personal best. It can bridge differences and play a part in addressing discrimination and inequality. The aim of the Sports Strategy Group is that participation in sport should be available to all citizens regardless of their ability. An outline of the work of the Sports Strategy Group is included at Appendix B.

The working group considered that the report of the Sports Strategy Group offered opportunities to identify and influence priorities for the upgrading of facilities, should a bid for the World Special Olympics proceed.

### ***Report of the Commission on the Status of People with Disabilities***

The Report of the Commission on the Status of People with Disabilities was published on Monday 18 November 1996. It recommends that the Government actively support Ireland's application to host the Special Olympics World Games early in the next century and that proper and adequate funding should be made available to ensure that Ireland could host such an event. (Paragraph 22.5 & Recommendation 371).



## **Section 2**

### **Needs Analysis**

The first issue addressed by the group was whether the facilities and services were available in Ireland, even at 1996 levels of provision, to enable us host the World Games. In carrying out this work, the group drew on the information and specifications contained in the Bid Package supplied by Special Olympics International which sets out in considerable detail the requirements for hosting the Games.

It is assumed that the Games would take place in the month of July so as to facilitate the use of accommodation and sports facilities in schools and universities.

It is also assumed that the Games will take place in Dublin with all accommodation and events being held in the greater Dublin area.

#### ***Accommodation, Facilities and Transport***

##### ***Housing and Food***

Housing and food is required for 7,000 athletes and their coaches for 10 days. Our research shows that there is accommodation for 9,873 persons in existing facilities in universities, colleges, schools and hostels, of which 7,000 places can be provided in a total of eight locations. Details of this accommodation and an initial estimate of cost is at Appendix C. Breakfast and dinner would be provided at the residences with packed lunches available at the sports venues and special events areas.

Accommodation would also be required for the families of athletes but this would be organised on a volunteer basis with host families in the greater Dublin area under the Family Ambassador Programme.

##### ***Sports Facilities***

It is envisaged that there will be 19 sports in the Summer Games 2003. The duration and suggested venues for the sports are set out below. More detailed information on the sports and the initial estimate of costs is at Appendix D.



<b>SPORT</b>	<b>COMPETITION</b>	<b>SUGGESTED VENUES</b>
Aquatics	8 days	To be decided
Athletics	8 days	Morton Stadium, Santry
Badminton	4 days	The Badminton Cntr., Baldoyle Ind. Est.
Basketball	5 days	National Basketball Arena, Tallaght
Tenpin Bowling	5 days	Stillorgan Bowl, Leisureplex Tallaght, Bray Bowl
Gymnastics	6 days	Point Theatre
Equestrian	6 days	R.D.S.
Table Tennis	6 days	R.D.S.
Tennis	5 days	Westwood Club and Riverview
Volleyball	5 days	U.C.D., Aughrim St. & D.C.U.
Team Handball	4/6 days	Gormanstown College, ALSSA, Trinity College
Softball	6 days	U.C.D. & Phoenix Park
Roller Skating	6 days	R.D.S. and Irish Kennel Club Exhibition Centre
Power Lifting	3/5 days	National Boxing Stadium
Golf	5 days	Any 18 hole Golf Course
Soccer	6 days	U.C.D.
Cycling	5 days	Various options
Bocce	3-5 days	U.C.D.
Sailing	5 days	Dun Laoghaire

The group consider that, even at 1996 level of provision, all of the sport facilities required, except aquatics, are available if facilities in both public and private ownership are used.

A pool which is 25 Metres long with eight lanes is required for Aquatics. A separate warm up pool is also needed. Spectator seating for between 2,000 and 3,000 is required at the pool side. Currently we do not have the Aquatic facilities in Ireland to meet these specifications fully, however, we have been informed by Special Olympics International that they would be flexible if this was the only major obstacle to our hosting of the Games. In addition, it is envisaged that some upgrading of swimming facilities would take place by 2003 in the context of the implementation of the Sports Strategy.

Other difficulties considered by the group were the limited parking and spectator seating available at several of the venues proposed. However, it is the view of the group that these problems are not insurmountable and that temporary arrangements can be made to overcome seating and parking difficulties.

**The map attached at Appendix E shows the proposed events, accommodation and other major venues for the Games.**

## **Ceremonies**

Colourful and high visibility ceremonies will need to be organised involving all the pageantry of a true Olympic Games. The revenue associated with selling TV rights to opening ceremonies are assumed to offset all costs.

It is proposed that the opening and closing ceremonies would be held at Landsdowne Road, with Croke Park as a possible alternative.

## **Other Facilities**

In addition to the hire of sports facilities and venues for the ceremonies, other facilities will be required for hospitality, volunteer centres, Olympic town, media etc.

It is proposed that UCD would provide the central hub for the Games and its availability underpins many of the assumptions in this report. Its location with regard to Hospitals, media centres and many of the sports and accommodation facilities would make it an ideal centre of activity. The administration of the Games would be located at UCD.

The group feel that consideration should be given to the possibility of hiring the following venues outright for all or part of the Games.

**University College Dublin** - The Sports Hall, the playing fields, Administration Block, Theatres, Computer Centre, Restaurant, Residences and open spaces etc.

**The Royal Dublin Society** - The Main Hall, Simmonscourt, Industries Hall, Pavilion 1-5, the Stadium and open spaces etc.

**Dublin City University** - The Sports Hall, Residences, Lecture Theatres, Restaurant, Computer Facilities and open spaces etc.

**Trinity College Dublin** - The Sports Hall, Residences, Restaurant, Computer Facilities and open spaces etc.

**Lansdowne Road** - The rugby pitch, and additional warm - up pitches, Function rooms, etc.

**The Irish Kennel Club Exhibition Centre** - The entire facilities including surrounding lands.

## **Transportation**

Using special services and existing transport infrastructure (bus/rail) the group are satisfied that adequate shuttle service can be arranged for participants, coaches, officials and family members to and from the various venues. In particular it is proposed that use would be made of school buses to transport participants to and



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from the Games. The total cost budgeted for transport is based on moving 9,000 people morning and evening at peak times, with smaller numbers during the day, and 15,000 for the opening ceremony.

### ***Other Costs Arising***

#### ***Staff***

It is anticipated that the World Games will have a total staff of approximately 50 people by Games week. There would be a gradual increase in the staff from 1998 through to 2003. It is anticipated that 2 staff members would be hired immediately following the announcement of a successful bid for the Games in 1998. This would be increased to 8/10 staff in early 1999. By 2001, 25 staff would be in place building to a total of 50 by 2003. This would include the management, administrative and clerical support for the administration of the Games. The projected budget takes into account salaries and employee benefit and allows for the possibility of staff secondments from major corporations and /or Government Departments.

#### ***Language Services***

The three official languages of Special Olympics are English, French and Spanish. There is also a requirement for the host country to provide interpreters for every other official language spoken by participating countries. There are approximately 143 countries affiliated to Special Olympics and they speak 52 different official languages.

One interpreter per team is required but in the case of large teams two or more may be needed. While offering interpretation of all of the languages outlined in the bid document would be a formidable task, it was agreed that options such as Ireland covering expenses of translators from the countries with the less well known languages and the possibility of telemarketing companies sponsoring translators with European language skills would enable us to meet the requirements.

#### ***Printing, Publication and Postage***

This includes the cost of printing the various manuals and handbooks to be used during the Games by coaches, athletes, volunteers and officials. Also included here is the cost of marketing collateral (i.e. posters, stickers, brochures) and the postage to mail the newsletters, volunteer forms and registration information.

#### ***Supplies***

Items included in supplies are office supplies, Games supplies (i.e. stopwatches, balls bats, etc. ) and items to stock and maintain the booths at Olympic Town and cultural activities.



## ***Special Projects***

Special Projects include the costs associated with organising fund-raising events and the hire of warehouse space.

### ***Awards***

Provision of medals - 1st 2nd and 3rd place, place ribbons for 4-8th place and rosettes for the athletes.

### ***Advertising, Promotions and Public Relations***

The Games Organising Committee will be required to make every effort to ensure that the Games in 2003 receive the necessary exposure through TV, radio, newspaper, print media and special promotions. The Games in 2003 must educate the public about Special Olympics and people with a learning difficulty.

### ***Special Olympics International***

A royalty fee must be paid in accordance with the contract of £500,000 to Special Olympics International.

### ***Information Technology and Telecommunications***

It is envisaged that all of the computer hardware and software will be supplied to the Games as part of a sponsorship arrangement.

### ***Invitationals***

This relates to the cost of organising special invitational pre-games in the two years prior to 2003 to test the facilities for the Games.

Other costs relate to miscellaneous items such as equipment rental, medical services, security, entertainment and uniforms for volunteers and officials.





## Section 3

### Financial Projections

#### **General Cost Appraisal**

The group analysed the actual expenditure outturn for the 1991 World Games and budget projections for the 1995 Games. The final outturn for the 1995 Games is not available at this time. The group also examined the projected budget for the 1999 Games in North Carolina. The budget which is outlined in the report, is designed to provide athletes, coaches, media officials and staff with all of the equipment, support and amenities necessary for a good quality, safe and enjoyable experience.

#### **Projected Costs (1996 Prices)**

(Figures in £ Thousands)	Projected Total	Projected in Kind	Projected Cash
Accommodation & Food	2,152	1,000	1,152
Hire of Sports facilities	369	200	169
Opening/Closing Ceremony	2,000	2,000	----
Transport	550	---	550
Salaries/ Employee Benefit	2,500	500	2,000
Language Services and Volunteer Costs	500	300	200
Printing/Publications/Postage	500	200	300
Supplies	150	---	150
Special Projects	300	---	300
Awards	200	---	200
Advertising	300	100	200
Public Relations	300	---	300
Special Olympics International	500	---	500
Telecommunications	400	400	---
Information Technology	900	900	---
Invitationals	100	---	100
Travel	120	60	60
Insurance	100	---	100
Office Facilities	100	100	---
Uniforms	100	100	---
Medical Services	100	75	25
Equipment Rental	600	---	600
Consultants	500	---	500
Security	100	---	100
Athlete Entertainment	300	150	150
Legal Fees	<u>100</u>	<u>100</u>	<u>---</u>
<b>Total</b>	<b><u><u>£13,841</u></u></b>	<b><u><u>£6,285</u></u></b>	<b><u><u>£7,556</u></u></b>

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## ***Fund raising***

The group also considered how additional revenue could be developed through non-corporate sources. We have identified three methods of raising substantial funds to support the Games.

### **(a) 2003 Torch Run**

The Special Olympics Torch Run that lights the flame at the opening ceremony begins its journey to the Games at the Acropolis in Greece. A Torch Run is made up of relays of police officers from all over the World, running with an Olympic torch through the host country and on to the Games site. These Torch Runs are an important and significant source of income for Special Olympics.

### **(b) Adopt an Athlete**

Another very successful fund raising programme run by Special Olympics is an Adopt an Athlete scheme whereby communities, businesses, civic groups, schools, etc. would adopt one or more athletes attending the Games and agree to raise the required funds to cover the costs for that athlete.

### **(c) Licensing & Merchandising**

Licensing and Merchandising is another source of funding. Memorabilia and souvenir items would be available in retail outlets during the four years prior to the World Games as well as the ceremonies, special events and competition venues throughout the Games.

### **Broadcasting**

A major vehicle of marketing will be the live broadcast of the opening ceremonies. Special Olympics International has a history of producing high-calibre, lively and entertaining extravaganzas. The intent of this revenue source is to offset the cost of producing the opening ceremonies live telecast.

## ***State Investment***

The role of the State would be to provide confidence and support for the organising committee of the World Games. Financial commitment will also be required particularly in the years running up to the Games before major sponsors come on board.

The following page gives a breakdown of the proposed funding opportunities for the Games. As mentioned previously it is not envisaged that all the funding would be in cash. Corporate and State involvement can be demonstrated through the supplying



of products, personnel or other services required by the organising committee of the Games.

### **Overall Funding for the 2003 Games**

#### **❖ Sponsorship**

Gold Medal	5 x £0.5m	£2.5 m	
Silver Medal	5 x £0.25	£1.25m	
Bronze Medal	10 x £0.1m	£1.0 m	
Event/Venue	20 x £10,000	£0.2m	
Category	5 x £20,000	£0.1m	
Others including SOI		£1.0 m	<b>£6.05</b>

#### **❖ Fund-raising**

2003 Torch Run		£0.75m	
"Adopt an Athlete"	5,000 x £500	£2.5 m	
Merchandising		£0.25m	
Other		£0.25m	
			<b>£3.75</b>

#### **❖ Public/State**

Provide confidence and substantial cash input for Games Organising Committee		£4.04m	<b>£4.04</b>
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### **Summary of Projected Income**

<input type="checkbox"/> Sponsorship	£6.05
<input type="checkbox"/> Fund-raising	£3.75
<input type="checkbox"/> Public/State	£4.04
	<b>£13.84 m</b>

### **Underwriting the cost of the Games**

As can be seen from the above table, a public/state contribution is estimated to amount to some £4.04 million which could comprise Exchequer, and or National Lottery Funding. It is understood that some EU Funding may also be available for a project of this scale targeted at people with disabilities.

The bid for the Games must show firm commitment from major sponsors. The bidding country must also show how it will underwrite the total cost of the Games,

either by way of the State underwriting the entire project or reaching firm agreement with a major sponsor to underwrite all or part of the cost of the Games.



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## **Section 5**

### ***The Benefits to Ireland***

#### ***Benefits to Ireland of Hosting the Games***

The group considered the main benefits likely to accrue to Ireland from hosting the World Special Olympic Games under four main headings - Economic, Social, Cultural and Environmental.

#### **Economic**

##### **□ Tourism**

There would be a significant boost to our tourism industry in the year of the Games. The World Games are a major event in the lives of the participants and their families. Experience of previous Games highlights that the entire family usually travels with the participant to celebrate the event. On average four people travel with each participant. They stay with a family in Host Towns throughout the country for three to four days before the Games and with a family in the Host City for approximately 10 days of the Games. Many may choose to prolong their holiday in Ireland having travelled long distances to attend. It is estimated, therefore, that some 28,000 tourists from up to 143 countries, will accompany participants for an average stay of 14 days.

Experience of previous Games shows the demographic profile of these tourists to be slightly older, more educated and with higher incomes than the average tourist. Many, if not most, are likely to be first time tourists to Ireland. As they will be staying with local families for bed and breakfast under the Family Ambassador Programme, their expenditure will be mainly on goods and services within the economy and there should be very little if any displacement effect.

As part of the Host Town Programme, the families will be widely dispersed to 143 centres throughout the country for the three to four days before the Games. This will help spread the tourism benefits of the Games throughout the country including to towns which are not normal tourist destinations.

According to figures supplied by Bord Fáilte the average amount of money spent per tourist is £304 for an average stay of 10.5 days, including spending on bed and breakfast. This is the average for the full range of visitors to Ireland. For most families attending the Games it is a holiday of a lifetime which they have planned for several years. On the basis of the profile of the visitors involved and experience of previous Games it is reasonable to assume that each party of 5 including the participant would spend approximately £1,600 in the country over 14 days. This would generate £11.3 m additional tourism expenditure in the year of the Games.

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Additional tourism revenue will arise from spending by coaches, officials, special guests, media personnel etc. There is evidence that sponsors use the Games extensively to entertain clients.

In the past, there has been a trend toward linking major events to the Games such as major conferences on disability. These events are organised and funded independently of the Games for example by Universities or corporations. Such events bring added tourism benefits to the country. Additional revenue will also derive from usage of air and sea transport by visitors to the Games.

There will be, therefore, a very substantial once-off boost to tourism revenue of at least £11.3 m in the year of the Games.

There will also be an ongoing effect on tourist revenues as tourists will be attracted to the country in subsequent years due to media coverage and return visits by families, media etc.. Tourism benefits will also accrue in the two years preceding the Games, from visitors attending the Invitational Pre-Games in those years.

#### **□ Job Creation**

Employment will be created in the Irish economy in the preparatory period and in the year of the Games.

The Games Organising Committee (GOC) will employ up to 50 people by the year of the Games including management, administrative and clerical support staff.

Other sectors of the economy will be providing services to the GOC both in the year of the Games and the two pre-Games years. The 1995 Games accounted for an annual equivalent of 2,100 full time paid jobs, including 1,567 in the New Haven area and 533 in the rest of Connecticut. A conservative estimate is that the Games would give rise to the creation of at least 1,000 additional jobs for one year. Given the once-off and atypical nature of the employment created, it may be possible to put arrangements in place to ensure that the work opportunities can be accessed by the unemployed and, in particular, the long-term unemployed.

An assessment of the economic impact of tourism undertaken by Professor Eamon Henry of the ESRI on behalf of Bord Failte has indicated that some 51 jobs are created throughout the economy for every £1m foreign tourism expenditure. Using this analysis, it is estimated that the minimum £11.3m tourism expenditure associated with the Games would result in related employment throughout the economy equivalent to some 576 jobs.

The total jobs impact of the Games is estimated at a minimum of 1,600 jobs for one year.



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## **❑ Other Economic Benefits**

It is anticipated that the Government investment of £4.04 m will leverage some £9.8m in sponsorship and fund-raising. It is envisaged that much of the sponsorship of £6.05m will come from multinational firms. Sponsorship from Gold Medal and Silver Medal sponsors is likely to come from their corporate headquarters budget for major events and to be additional to their normal sponsorship budgets for Ireland. It is expected that almost all of the £ 13.84 investment in the project will be spent in Ireland.

In the period before and during the Games, Ireland would be the focus of world-wide attention assured of widespread media coverage. Other economic benefits, which cannot be readily quantified, will flow from this exposure.

## **Social**

An event of magnitude of the World Special Olympics, with its emphasis on inclusion, participation, sportsmanship and team spirit, and involving virtually every population centre in the country will have major social impact. The Games would:

- ❑ raise awareness in Ireland of the problems of people with a learning disability;
- ❑ help develop a positive profile of people with learning disability;
- ❑ promote social inclusion of people with a learning disability and facilitate their participation and integration into society;
- ❑ develop opportunities for involvement and inclusion of all sectors of the community. The energies and enthusiasm of the entire community would be harnessed behind the major volunteering effort required to host the Games;
- ❑ enhance Ireland's self-image and image abroad as a caring and welcoming community where people with disability are treated with respect and fully included in the Community;
- ❑ provide an impetus to sport in Ireland which is an important part of developing the physical potential of the people, provides major health and welfare benefits, enhances personal development, helps build strong communities and creates a common bond amongst people regardless of background, status, gender or disability;
- ❑ create opportunities for north south co-operation and to engage the whole island of Ireland in delivering the Games.

## **Environmental**

- ❑ The Games will be a stimulus to improving sports facilities generally and will promote the image of Ireland as a country, where a healthy lifestyle is possible. Any works undertaken to improve sporting facilities in advance of the Games will leave a lasting legacy for other athletes, both amateur and professional.

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## **Cultural**

- ☐ The entertainment programme for the athletes will involve major cultural events including the opening and closing ceremonies. It will give an opportunity to Irish artists, entertainers and cultural groups to portray their skills and talents on a world-wide stage;
- ☐ The Host Town Programme and associated media interest will create opportunities to portray our cultural heritage and allow groups and artists throughout the country to get involved.

## **Conclusion**

The group considers that substantial benefits, in particular economic and social benefits, would flow to Ireland from hosting the Games. In the event of Government giving approval for the bid for the Games to be prepared, the group recommend that a more detailed cost benefit analysis be carried out during 1997. This would take account of detailed costings and sponsorship plans which would be drawn up while preparing the bid. The cost benefit analysis would be submitted to Government in October 1997 to inform the final decision on putting forward the bid to Special Olympics International.



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## **Section 6**

### ***Making the Bid***

#### ***Bid Requirements***

There are many basic requirements for bidding for and hosting the World Games. Evidence of support and commitment must be shown by Government, local universities, sports organisations, corporations, community groups, local media and the public.

We must be able to show that Ireland, and Dublin in particular, has a high level of commitment to sport and that we have already been successful in attracting major events to the country, i.e. World Hockey, World Equestrian, Tour de France etc.,

Financially, we must indicate our ability to budget accurately and realistically and to show methods of raising the necessary funds through Government support, corporate sponsorship, and fund-raising events.

The successful bid must indicate that our facilities are of a high standard and capable of facilitating a good quality competition experience for all the athletes. There must be adequate housing space for all athletes, coaches, official delegates, the media, VIP's family members and where necessary, volunteers. Above all the bid must be athlete centred.

We must also demonstrate that we have a strong National Special Olympics in place and that the programme will continue to grow and not suffer as a result of the World Games.

The bid application must be enhanced by support materials, i.e. maps, photographs and video.

#### ***Tasks involved in making the Bid***

The group considers that the following tasks must be undertaken:

- ☐ Establish a steering committee;
- ☐ Submit Letter of Intent to Special Olympics International;
- ☐ Create awareness about the 2003 Games among a variety of audiences - political, business, universities, mayors, ambassadors, police, hotels, media;
- ☐ Receive letters of support from the above;
- ☐ Prepare general information on Ireland and more specifically Dublin, i.e. climate, population, industry, education, community spirit, commitment to sport, etc.;
- ☐ Special Olympics Ireland - detail achievements, strengths of programmes, involvement at European and World level;
- ☐ Map with venues etc. outlined;

- ☐ Propose an organisational structure for Games;
- ☐ More detailed research required regarding competition venues including survey by Architects/Quantity Surveyors;
- ☐ More detailed research required on provision of accommodation and meals;
- ☐ Prepare a detailed Transportation plan and costings;
- ☐ Special events (explore types of events, cultural events etc.);
- ☐ More detailed research required regarding support services, e.g. IT, Media, Medical services;
- ☐ Prepare detailed projected budget and outline in detail methods of acquiring necessary funds;
- ☐ Prepare sponsorship and marketing plan:
  - ❖ Present plan to the potential Gold Medal sponsors
  - ❖ Secure financial commitment for 2003 from major sponsors;
  - ❖ Identify all other sponsors;
- ☐ Prepare a detailed Cost-Benefit Analysis of the proposal to host the Games, taking account of the detailed financial projections;
- ☐ Prepare support material for bid vis-à-vis photographs and video;
- ☐ Complete bid document.

### ***Managing the Process***

Managing the process of the bid and adequate funding for the process is essential to the success of the bid. The group recommends that its mandate be renewed by Government and that it continue in place to oversee the bid process with a new title of World Special Olympics Bid Steering Group. This group would have the facility to co-opt experts from other departments where necessary.

### ***Funding the Bid Process***

Funding would be made in the form of a once-off budget allocation to Special Olympics Ireland which would enable them to prepare the bid in consultation with the Bid Steering Group. The financial allocation would also help to strengthen the National Special Olympics programme.

The key elements for which funding is sought in order to ensure the success of the bid are as follows:-



- ☐ hire of Project Manager;
- ☐ Architects/Surveyors fees for evaluation of facilities;
- ☐ preparation and development of marketing and sponsorship plan;
- ☐ preparation of a detailed budget;
- ☐ production of a video and other supporting material;
- ☐ observation visits by members of the Bid Steering Committee to World Winter Games in Toronto and pre games in North Carolina,
- ☐ site visit by World Games Bid Review Team, and
- ☐ verbal presentation of bid in Washington.

The proposed budget for the bid is set out below;

#### **BUDGET FOR WORLD GAMES BID**

1. Administration (Project Manager and overheads)	£30,000
2. Evaluation of Facility Design, Construction and Safety	£ 7,000
3. Development of Marketing and Sponsorship Plan (Presentation of Plan to Potential Sponsors Follow-up on Sponsorship Opportunities Secure Commitment of Sponsors)	£15,000
4. Video, Print, Design & Photography	£27,500
5. Observation Visits (To Toronto -end January 97 and North Carolina July 97 games)	£8,000
6. Site Visit (By a deputation of 12 people from Special Olympics International)	£20,000
7. Verbal Presentation of bid in Washington	£ 7,500
8. Contingency	<u>£5,000</u>
<b>Total</b>	<b><u>£120,000</u></b>

## Conclusion

The group has concluded that it is feasible for Ireland to host the Special Olympics World Summer Games in 2003 and therefore recommends that the Government agree that a bid to host these Games be prepared.

The group consider that a Letter of Intent to bid for the Games should be submitted to Special Olympics International by end January 1997. This is needed in order to allow preparation of the bid to proceed. However, it does not imply any commitment on Ireland's part to submit a bid. The Bid Steering Group should report to Government by end October 1997 with the completed bid and a recommendation, as to whether it should be submitted.

Should the Government decide to proceed with the bid, it will be required to make a commitment in principle by end October 1997 to the overall State support required on a phased basis from 1998 to 2003 if the bid is successful. The bid must be submitted by 1st November 1997.



## Appendix A

### Membership of the Group

Ms Julie O'Neill

Office of the Tánaiste (Chair)

Mr Roy Dooney

Department of the Taoiseach

Mr Joe Cullen

Department of Finance

Mr Paddy Heffernan

Department of Education

Mr Pat Shiel

Department of Education

Mr Tom Daly

Department of Education

Mr Tim Quirke

Department of Social Welfare

Mr Pat Wylie

Department of Equality & Law Reform

Ms. Frances Fletcher

Department of Health

Ms. Mary O'Donnell

Department of Tourism and Trade

### Special Olympics Ireland

Mr Cyril Frenney

Chairman

Ms Mary Davis

National Director

### Secretariat

Ms Anne Dwyer (Secretary)

Office of the Tánaiste

Mr Eamonn Cusack

Office of the Tánaiste

Houses of the Oireachtas





## **Appendix A**

### **Membership of the Group**

Ms Julie O'Neill	Office of the Tánaiste (Chair)
Mr Roy Dooney	Department of the Taoiseach
Mr Joe Cullen	Department of Finance
Mr. Paddy Heffernan	Department of Education
Mr. Pat Shiel	Department of Education
Mr Tom Daly	Department of Education
Mr. Tim Quirke	Department of Social Welfare
Mr. Pat Wylie	Department of Equality & Law Reform
Ms. Frances Fletcher	Department of Health
Ms. Mary O'Donnell	Department of Tourism and Trade

### **Special Olympics Ireland:**

Mr Cyril Freaney	Chairman
Ms Mary Davis	National Director

### **Secretariat:**

Ms Anne Donegan (Secretary)	Office of the Tánaiste
Mr Eamonn Cusack	Office of the Tánaiste





## ***Appendix B***

### ***Work of the Sports Strategy Group***

The Sports Strategy Group outlined the main benefits of Sport for everyone

#### Social and Cultural

- ☐ Sport is an important part of building strong communities,
- ☐ Sport is a significant element of Irish culture and identity,
- ☐ Sport provides great occasions for celebrating excellence and achievement and promotes a sense of pride in being Irish
- ☐ Successful Irish sports people can provide excellent role models for Irish people
- ☐ Sport creates a common bond amongst people in this island, regardless of background, status, gender or disability.

#### Economic

- ☐ Sport is important part of the Irish Economy and the Government has a key role to play in supporting sport
- ☐ Sport can play an increasingly important element in the economic growth and prosperity of the country.

#### Education

- ☐ The development of physical potential is an essential part of the lifelong education of all Irish people
- ☐ Physical education and sport are essential and complementary elements of the education of every school going child in Ireland
- ☐ Every one in Ireland should have access to trained coached and sports development personnel who can nurture and develop their sports skills.
- ☐ Administrators and volunteers associated with sport are critical to the future of Irish sport and deserve due recognition and training to assist them in their endeavours.

#### Health and Welfare

- ☐ There are major health benefits to be gained in Ireland through increased participation in sport and physical activity
- ☐ The mental, physical and social welfare of Irish people can be greatly enhanced through participation in sport

#### Personal Development

- ☐ Sport provides great satisfaction and enjoyment for Irish people of all ages and backgrounds
- ☐ Sporting talent is an important part of the human potential of Ireland and everyone should have the opportunity to have their talent recognised and enhanced.
- ☐ Every athlete and sporting person should have the opportunity to reach his or her full potential in pursuit of his or her goals.





## Appendix C

### Details of Proposed Accommodations

Location		Number of Places	Total Cost for 10 Days
<b>Universities</b>	U.C.D.	1,200	£264,000.00
	Trinity College	1,000	£280,000.00
	D.C.U.	560 (by 1997)	£106,400.00
<b>Schools</b>	Gormanstown	450	£76,500.00
	Kings Hospital	400	£76,000.00
	Clongowes	410	£57,400.00
<b>Hostels</b>	Isaac Tourist Hostel	540	£55,350.00
<b>Mosney Holiday Centre</b>		2,500	£500,000.00
<b>Total Cost of Accommodation</b>			<b>£1,415,650.00</b>

The estimated cost of Food for athletes, coaches, officials and volunteers attending the 2003 World Games for 10 days is £736,800.00.

**The Total Cost of Accommodation and Food is estimated at £2,152,450.00**



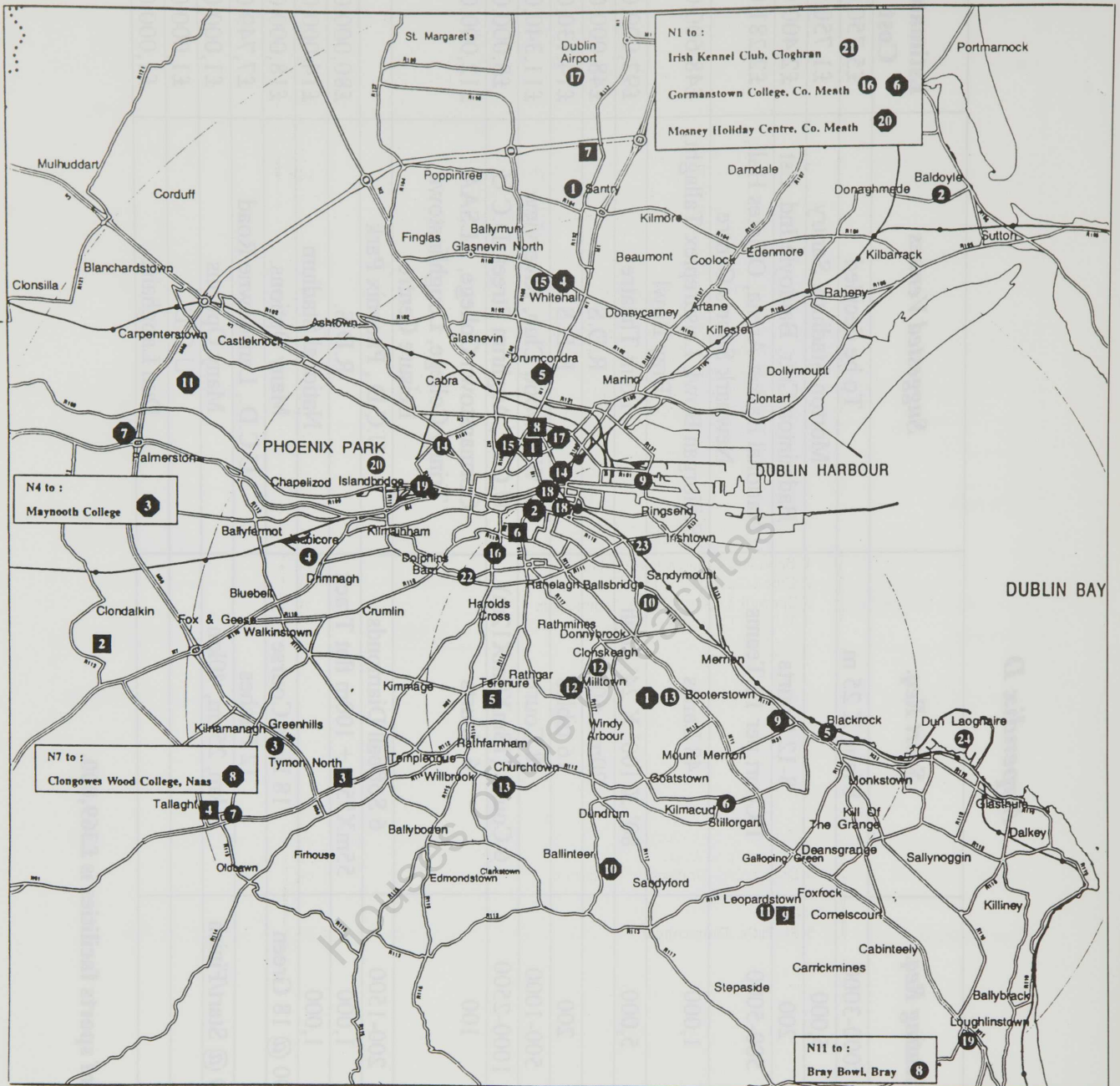


## Appendix D

<i>Sport</i>	<i>Competition</i>	<i>Seating Req.</i>	<i>Sport Req.</i>	<i>Suggested Venues</i>	<i>Estimated Cost</i>
Aquatics	8 Days	2000-3000	8 lane X 25 m	To be decided	£5,750.00
Athletics	8 Days	5,000		Morton Stadium, Santry	£1,750.00
Badminton	4 Days	200	8-12 Courts	Badminton Cntr. Baldoyle Ind. Est.	£2,400.00
Basketball	5 Days	500-5000	1 Court per 12 Teams	National Basket Arena, Oblates Hall, Newpark Sports Centre.	£2,281.00
Tenpin Bowling	5 Days	1,000	48 Lanes	Stillorgan Bowl, Leisureplex Tallaght, Bray Bowl	£48,600.00
Gymnastics	6 Days	5,000	80' X 100' X 24' High	Point Theatre	£92,000.00
Equestrian	6 Days		20m x 60m	R.D.S	£48,000.00
Table Tennis	6 Days	200	16 tables	R.D.S	£14,130.00
Tennis	5 Days	500-1000	18 Courts	Westwood Club, Riverview	£11,340.00
Volleyball	5 Days	1000-2500	6 Courts (18mX9mX12m)	U.C.D., Aughrim Street, D.C.U.	£8,000.00
Team Handball	4-6 Days	100	6 Courts	Gormanstown College, ALSAA, Trinity College, Loughlinstown Leisure Centre.	£12,000.00
Softball	6 Days	200-1500	6 Softball Diamonds	U.C.D., Phoenix Park	
Roller Skating	6 Days	1,000	55mX55m + 100m flat Track	R.D.S.	£80,000.00
Powerlifting	3-5 Days	1,000		National Stadium	£14,000.00
Golf	5 Days	500 @ 18 Green	18 Hole Course	Many Options.	£18,000.00
Soccer	6 Days		12 Pitches	U.C.D., Lansdowne Road	£7,749.00
Cycling	5 Days	500 @ Start/Finish	15km, 25km, 40km	Many Options	£1,000.00
Bocce	3-5 Days			U.C.D.	£1,000.00
Sailing	5 Days			Dun Laoghaire	£1,000.00

**The estimated Total Cost for the hire of sports facilities is £369,000.**

## Appendix E



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## Appendix E (Contd.)

### Sports Venues in Dublin: ●

1 Morton Stadium, Santry	(ATHLETICS)	11k
2 Badminton Centre, Baldoyle,	(BADMINTON)	12k
3 National Basketball Arena, Tallaght.	(BASKETBALL)	8k
4 Oblates Hall, Inchicore.	(BASKETBALL)	8k
5 Newpark Sports Centre, Blackrock	(BASKETBALL)	3k
6 Stillorgan Bowl, Stillorgan.	(BOWLING)	2.5k
7 Leisureplex, Tallaght.	(BOWLING)	9k
8 Bray Bowl, Bray.	(BOWLING)	14k
9 The Point Theatre, Dublin.	(GYMNASTICS)	4.5k
10 R. D. S.,	(EQUESTRIAN, TABLE TENNIS, ROLLER SKATING)	2k
11 Westwood Club, Leopardstown.	(TENNIS)	5k
12 Riverview Raquet Club, Clonskeagh.	(TENNIS)	1.5k
13 U C D, Belfield.	(VOLLEYBALL, SOFTBALL, SOCCER)	0k
14 Aughrim Street Sports Hall, Dublin 7	(VOLLEYBALL)	7k
15 Dublin City University, Glasnevin.	(VOLLEYBALL)	9k
16 Gormanstown College, Co. Meath.	(TEAM HANDBALL)	37.5k
17 A.L.S.A.A. Club, Dublin Airport.	(TEAM HANDBALL)	13k
18 Trinity College Dublin	(TEAM HANDBALL)	5k
19 Loughlinstown Leisure Centre.	(TEAM HANDBALL)	9k
20 Army Athletic Grounds, Phoenix Park	(SOFTBALL)	9k
21 Irish Kennel Club, Cloghran.	(ROLLER SKATING)	14k
22 National Stadium, SCR	(POWER LIFTING)	5k
23 I.R.F.U. Lansdowne Rd.	(SOCCER)	3k
24 Dun Laoghaire Harbour,	(SAILING)	6k

### Other Indoor Facilities available: ■

1 Belvidere College Sports Hall.	6k
2 Clondalkin Sports & Leisure Centre	12k
3 Spawell Leisure Centre, Templeogue	7k
4 Tallaght Community School Sports Complex,	10k
5 Terenure College	3.5k
6 DIT Sports Hall, Kevin Street	5k
7 Public Service Sports Centre, Cloghran	11k
8 Temple Theatre, Temple Street	6k
9 Westwood Sports Complex, Leopardstown.	5k

### Accommodation: ●

#### Universities:

1 University College Dublin, Belfield.	0k
2 Trinity College Dublin,	4.5k
3 Maynooth College.	25k
4 Dublin City University, Glasnevin.	9k

#### Colleges:

5 St. Pat's, Drumcondra.	7.5k
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#### Schools:

6 Gormanstown College, Co. Meath	37.5k
7 Kings Hospital School, Palmerstown.	12.5k
8 Clongowes Wood College, Co. Kildare	30k
9 Blackrock College	2k
10 Wesley College	4k
11 Castleknock College	12k
12 Alexandra College	2k
13 Loreto College, Rathfarnham	4k

#### Hostels:

14 Isaac Tourist Hostel, Frenchman's Lane.	5k
15 Irish Youth Hostel, Mountjoy Street	6k
16 Avalon House, Clanbrassil Street	5k
17 Abraham House, Gardiner Street	6k
18 Ashfield House D'Olier Street	5k
19 Dormer Budget Accommodation, Parkgate Street	7k

#### Holiday Centre:

20 Mosney Holiday Centre, Co. Meath	40k
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Distances are in kilometers and origin at U.C.D. Belfield







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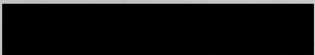
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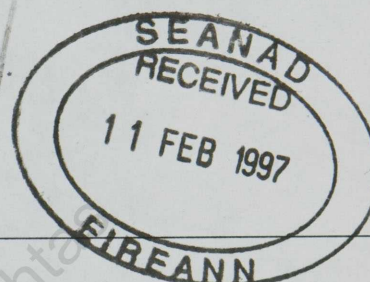
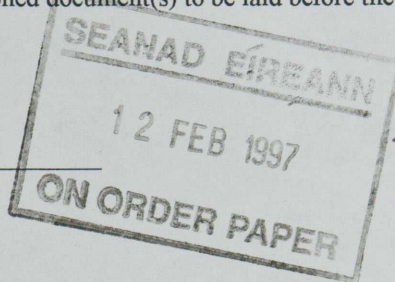
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Clerk of the Seanad.

I enclose copies\* of the undermentioned document(s) to be laid before the House. The information sought below is as set out.

  
Head of Department or other body  
10 February 1997



- |   |   |
|---|---|
| 1. Department or other body laying document                               | Office of the Tánaiste  |
| 2. Title of document  | Report of the Interdepartmental Group established to examine the feasibility of Ireland making a bid to host the Special Olympics World Games in 2003 |
| 3. If laid pursuant to statute, state Title and section of Act            | No.   |
| 4. Is there a statutory period in relation to the laying of the document? |   |
| If so, give particulars   |   |
| 5. Is a motion of approval necessary?                                     | No.   |
- 

\*Three copies of the document in respect of each House, or six copies where it is to be laid before one House only.



Houses of the Oireachtas

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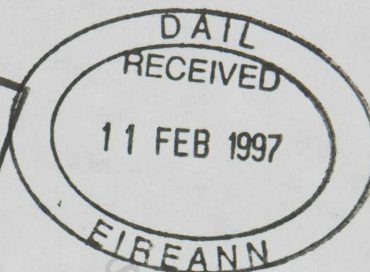
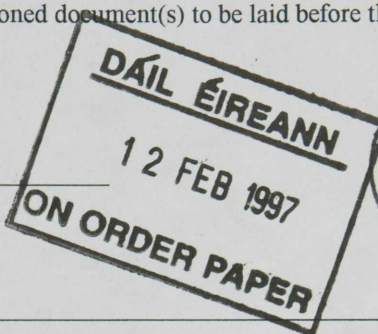
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Office of the Tánaiste

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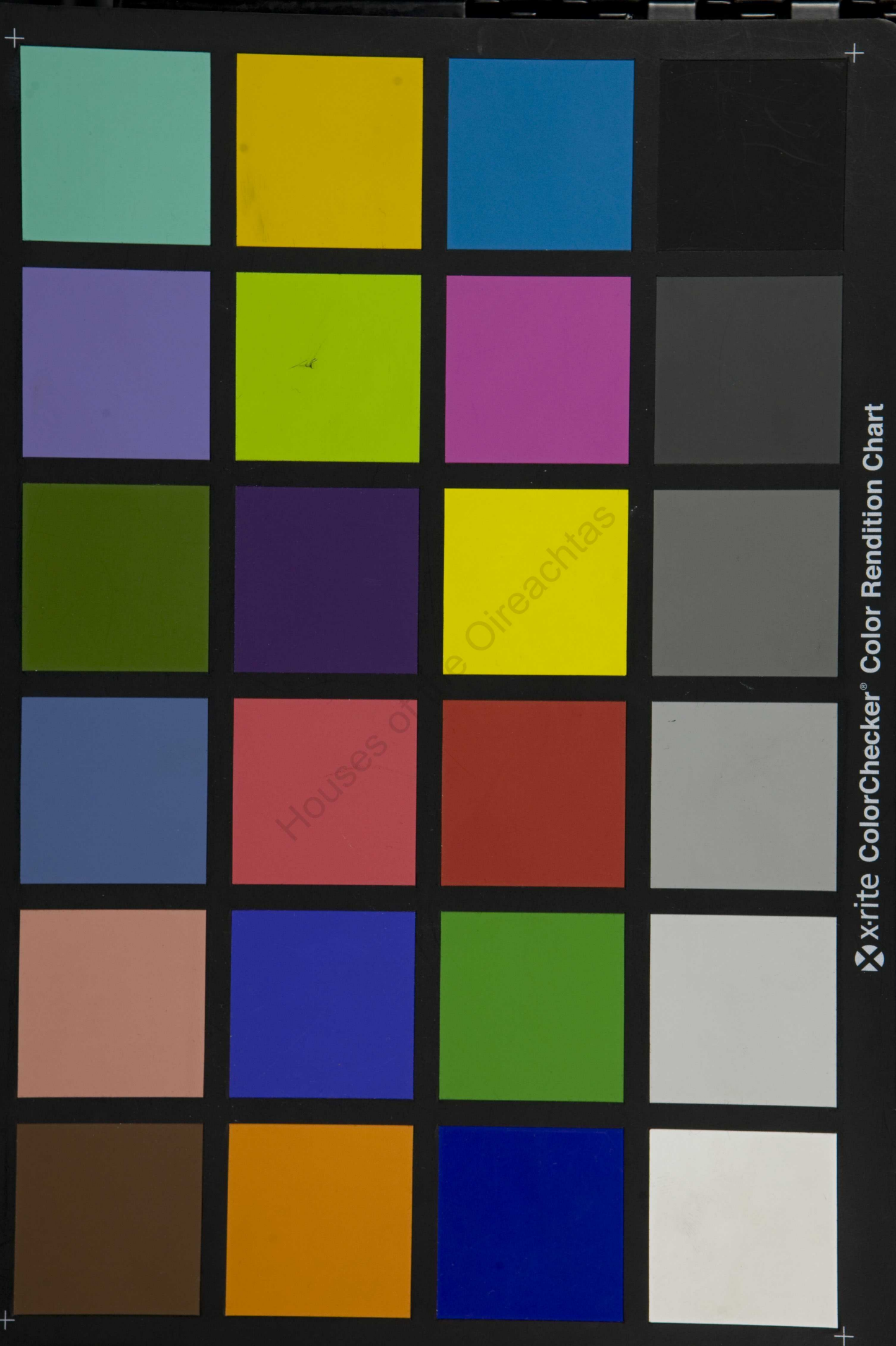
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