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| Officer responsible Leisure Unit Manager | Author Melissa Slater |
| Corporate Plan Output: Special Events | |

The purpose of this report is to inform Councillors of a unique and exciting sporting event, "Supergames 2001", to be staged in Christchurch in March 2001.

THE EVENT

"Supergames 2001" will combine several existing independent armed services, law enforcement and emergency services games, for example, World Police and Fire Games. These independent events currently exclude numerous associated bodies and participants who do not meet specific criteria.

Although events such as the World Police and Fire Games are undisputedly highly successful in their own right, there was a clear window of opportunity to produce, with Supergames, an "Olympic style" multi-sport games that will consolidate all associated members into one "Super Champions" challenge.

"Supergames 2001" will bring together both uniformed and civilian staff from the Army, Navy, Air Force, Police, Fire, Customs, and Prison Officers from 134 countries, contesting 70 sports.

THE BID

The opportunity to bid for this event arose early in 1998 and the Council has agreed to support the bid with financial backing over two years. In March 1999, Supergames Ltd and Events South Pacific Ltd confirmed Christchurch as the Host City for "Supergames 2001".

POTENTIAL TOTAL ATTENDANCE

History would indicate that in addition to competitors, there will be 1-1.5 supporters, coaches and family members per competitor that will travel to "Supergames 2001".

Previous games such as the Melbourne World Police & Fire Games attracted 9,000 competitors; Calgary attracted 10,000 and 15,000 are confirmed for Stockholm in July 1999. Add these figures to the supporter ratio and Christchurch will demand facilities and resources to cater for upwards of 20,000 people.

LOGISTICS

There are 70 sporting events proposed for "Supergames 2001" (refer to appendix attached) which makes the Canterbury region an ideal venue. The date for the games is prior to New Zealand's winter.

The event will be held over an eight-day period, which, coupled with the opening and closing ceremonies, will require participants to be in Canterbury for a ten-day minimum stay.

Although this event will be the inaugural Supergames, it is proposed to build the event as a biennial Australasian event with a strong focus on both main centre and regional participation.

REGIONAL BENEFITS

With 70 sports ranging from athletics to deer shooting (refer to appendix attached), there will be numerous sports which require facilities outside the metropolitan area.

These events will require an infrastructure including accommodation, hospitality, and support services that create a significant opportunity for smaller Canterbury towns to participate and benefit from Supergames.

ACCOMMODATION

Of the 70 events planned, 64 will be held in and around Christchurch City with between 4,000 –10,000 people arriving for this ten-day sports adventure. Clearly the benefits to Christchurch's accommodation business is significant. A further 5,000-8,000 competitors will be based in regional areas, competing in deer stalking etc, and will utilise these facilities.

ECONOMIC BENEFIT

The economic impact of an event this size is well documented, with the 1995 World Golden Oldies Rugby Tournament in Christchurch being an excellent example.

“Supergames 2001” has close similarities to this event, in both participant numbers and profile.

In excess of \$25 million was injected into the Canterbury region in 1995 and “Supergames 2001” points to a similar level if not greater impact coming into the region.

THE WAY FORWARD

The success of this sporting event will be dependent upon the level of support offered to “Supergames 2001”, by each of the competing agencies and sporting bodies.

In association with the Leisure Unit, Supergames Ltd have written to over 70 Canterbury clubs and associations requesting an expression of interest from them to organise and stage, in conjunction with Supergames 2001, certain events. A formal meeting between all sporting bodies and the organisers of “Supergames 2001” is scheduled for May 1999.

Chairman's

Recommendation: That the information be received.