

4. THE CHILDREN'S MILLENNIUM GAMES

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The purpose of this report is to provide a post-event summary of The Children's Millennium Games held in September 2000 and recommendations for consideration in evaluating any future "Games" for the children of Christchurch. A more detailed report for The Children's Millennium Games is also available.

EXECUTIVE SUMMARY

The Children's Millennium Games were initiated in 1997 by the Sport 2000 Advisory Group of Turning Point 2000.

In 1998 The Children's Millennium Games Committee was established, chaired by Barry Maister, Rector, St Andrew's College and gold medal Olympian. This Committee was made up of representatives of Sport 2000, Turning Point 2000, former Olympians and primary and intermediate school sports coordinators.

The members of The Children's Millennium Games Committee were:

Barry Maister, Rector, St Andrew's College
Rae Finlay, CEO, Turning Point 2000
Alistair Graham, Chair, Sport 2000 and Christchurch City Council Leisure Manager
Mark Smith, Event Manager, The Children's Millennium Games
Melissa Slater, Sports Events Coordinator, Christchurch City Council
Graham Condon, Christchurch City Councillor
Avril Enslow, Christchurch School of Gymnastics
Tony Harvey, Junior Sport Coordinator, Sport Canterbury
Kerry Henderson, Secondary Schools Sports Director
Lyn Miles, Canterbury Primary and Intermediate Sports Director
Ian Culpán, Christchurch College of Education
Veanne Reed, Ashgrove School
Ross Willocks, Principal, Papanui Primary School

In May 1999, after 18 months of concept development and fundraising, the decision was made to focus on the 32,000 Christchurch primary and intermediate school children rather than create a Canterbury-wide event. Core funding was secured from the Christchurch City Council for the 1999/00 year enabling the Event Manager Mark Smith to be appointed in July 1999. Office and administrative support was provided through the Turning Point 2000 core funding.

Further core funding from the Christchurch City Council for the 2000/01 year and financial support from the New Zealand Olympic Committee and the International Olympic Committee meant that The Children's Millennium Games could proceed.

The major commercial partner for The Children's Millennium Games was PPP Printers, which provided printing resource to the value of nearly \$20,000. The support from PPP Printers allowed the teacher resource kit to be realised along with the various posters, certificates, stickers and promotional material associated with the games. Several smaller cash and in-kind sponsorships were also successfully negotiated and over \$32,000 was raised through various gaming machine charities.

It was an ambitious undertaking from the outset to gain the commitment of sponsors, funders and schools in a year full of millennium and Olympic activity. Over the four years of development, the original concept for The Children's Millennium Games was adapted and scaled to fit with the resources available yet still achieve the original objectives. The events delivered as part of The Children's Millennium Games were creative, child-friendly, professional and accessible. They provided children and schools with the opportunity to participate in an Olympic-style event of a size and scale not possible for an individual school to achieve.

The major components of The Children's Millennium Games were the teacher resource kit, the Games torch relay and The Children's Millennium Games Opening Ceremony.

The opening ceremony at QEII Stadium was attended by over 12,000 children, and VIPs including the Governor General of New Zealand, Sir Michael Hardie Boys and Lady Hardie Boys, the Mayor of Christchurch, Garry Moore, Councillors, Arthur Lydiard, sponsors, funders and over 20 former Canterbury Olympians who acted as ambassadors for the games. The opening ceremony began with the parade of nations involving representatives from each school parading as their adopted country. It finished with the spectacular performance of "Fusion of Cultures". This performance was superbly choreographed by Christine Greig from Elite Performance Choreography and involved over 1,000 children.

Through a partnership with CHTV the opening and closing ceremonies of The Children's Millennium Games were screened in their entirety enabling the event to be shared with families and the wider community.

Of the 134 primary and intermediate schools in Christchurch, 117 participated in the games torch relay and 101 participated in the opening ceremony.

The games achieved its vision and objectives by providing a memorable celebration for Christchurch school children and promoting the Olympic values and ideals.

The total expenditure for The Children's Millennium Games was \$223,550. We are currently awaiting payment of the pledge of US\$10,000 from the International Olympic Committee. This payment was to be made on receipt of The Children's Millennium Games Report and Financial Summary. Based on the current exchange rate, the games will be produced within budget with the payment of the IOC grant. This is currently being followed up through the NZOC.

The legacy of the games is the experience and memory that our young people will carry with them and a network of knowledge and resources on which to build for any future games for our children.

In the words of the Governor-General of New Zealand, Sir Michael Hardie Boys, on leaving QEII Stadium after the opening ceremony, "This could only happen in Christchurch – it was truly spectacular."

INTRODUCTION

The Children's Millennium Games (the games) were initiated by Sport 2000, one of fourteen Turning Point 2000 Advisory Groups. The games were organised for Christchurch's 32,000 primary and intermediate school children to celebrate the year 2000; Canterbury's 150th Anniversary; and the Olympic spirit.

The games were staged between 7 – 17 September 2000 and included:

- An opening ceremony held at Queen Elizabeth II (QEII) Stadium, the venue of the 1974 Commonwealth Games.
- The "Tell the World" Exhibition – an exhibition of children's artwork at Riccarton Mall.
- The South Island Intermediate Tournament held at Hagley Park as part of the annual Canterbury Primary Schools' Sports Association (CPSSA) programme.
- A "Share the Spirit" challenge day where all participating schools were invited to stage, in unison, a special Olympic-style day of cultural and sporting activities.
- The Primary Schools' Aerobic Championships held at Christchurch College of Education as part of the annual CPSSA programme.
- A "Press Play for Action" family sports day staged at QEII Park involving over 25 local sports clubs and associations.
- The closing ceremony held at QEII Stadium.

A number of lead up events were also organised. These included:

- The games torch unveiling on Thursday 15 June 2000 at the Christchurch Polytechnic Institute of Technology.
- The games launch on 23 June 2000 – an official launch of the games by Sport 2000 as part of the New Zealand Olympic Committee Olympic Day celebrations at the Christchurch Millennium Hotel.
- The games torch lighting ceremony held on 23 June 2000 as part of the Canterbury Olympic Day celebrations in Cathedral Square.
- The launch and distribution of the Teacher Resource Kit – 28 June 2000.
- The games torch relay to 117 Christchurch primary and intermediate schools staged between 7 – 11 August.

Throughout each of the events the Olympic spirit ideals of friendship, fair play and unity through participation and achievement were promoted.

THE OLYMPIC SPIRIT

The underpinning values of the Olympic spirit are fairness, justice, equality, modesty, respect for the individual, understanding and excellence.

The modern Olympic Movement philosophy to “build a more peaceful and better world through the ideals and values of the Olympic Spirit” was adopted as a model for The Children’s Millennium Games. During the games this model was typically embraced as:

“Growing the Spirit - Friendship, Fair Play and Unity”

THE OBJECTIVES OF THE CHILDREN’S MILLENNIUM GAMES

The Objectives of the games were:

- To provide realistic opportunities for all Christchurch primary and intermediate school children to participate in a schools’ Olympic-style games.
- To provide a comprehensive week-long programme of sports, with an emphasis on participation, learning and fun.
- To foster among young people an understanding and appreciation of Olympic ideals in which competition is provided in an environment emphasising fairness, justice, equality, modesty, respect for the individual, understanding and excellence.
- To allow schools to meet the general objectives of the health and physical education of New Zealand curriculum.
- To strengthen the children’s personal well-being and enhance their self worth.
- To develop health-enhancing practices through an understanding of the physical, mental and emotional, social and spiritual dimensions of the children’s well-being.
- To develop physical skills, experience and understanding of the diversity of movement, and develop positive attitudes to, and participation in, physical activities.
- To contribute to the well-being of the children’s communities.
- To inspire and encourage young people of all attributes to become regularly involved in sport and recreation.
- To maintain a focus on, and a link to, the Sydney 2000 Olympic Games.
- To provide leadership opportunities for senior school students in the organisation and management of the games.
- To develop and promote a resource kit for schools, of appropriate activities and resources relating to sporting and recreational possibilities for school children.

PROGRAMME OF EVENTS

The games programme provided all of the schools involved with a realistic opportunity to enable each of the 32,000 school children to participate in schools’ Olympic-style games.

The timing of the programme, 7-17 September 2000, was designed so that the Children’s Millennium Games could provide a link to the Sydney 2000 Olympic Games. The Sydney 2000 Games started on 15 September and, in the final week of the school term, teachers were able to draw on the experiences of the Sydney 2000 Games as a teaching resource.

An explanation of each event is available in the Children’s Millennium Games Report.

FUNDING AND SPONSORSHIP

The games were core-funded by the Christchurch City Council over two years totalling \$110,000.

The New Zealand Olympic Committee (NZOC) assisted the games with \$12,000. This funding reflected the fact that the objectives of the games were closely associated to the New Zealand Olympic Academy objectives to promote the Olympic spirit, ideals and values.

The NZOC approved an application to the International Olympic Committee (IOC) ‘Sport for All’ programme. This application was successful and the sum of US\$10,000 was pledged by the IOC. A detailed financial report, report of the Children’s Millennium Games and photographic record for the “Olympic Review” have all been forwarded to them.

The games were also successful with a number of funding applications to gaming machine charities totalling over \$32,000.

Corporate sponsorship was difficult to source. National corporations regarded the target market (32,000 children) as too small a percentage of the population and not a high enough spending group to warrant major sponsorship.

PPP Printers, an established Christchurch family business, created a partnership with Turning Point 2000 and provided printing to the value of nearly \$20,000 for the games. This partnership provided PPP Printers with major sponsor status of the games.

Total in-kind sponsorship amounted to over \$40,000 and included the games torch, torch relay vehicles, printing, venue hire, advertising and promotion.

The salary of the event manager has been incorporated into the budget for the games administration. However, management and promotional resource from within Turning Point 2000 has not been included. The torch relay utilised seven Turning Point 2000 staff for five days and the opening ceremony involved all ten Turning Point 2000 staff. The cost of office space and operating overheads for the event manager were absorbed into the core funding from the Christchurch City Council for Turning Point 2000.

The cost of the games was \$223,550. Income is anticipated to total \$223,632, which includes the US\$10,000 grant from the IOC converted at the current exchange rate, payment of which we are awaiting. The cost per child participant, based on 32,000 children, is \$6.98 per child.

The support of QEII Stadium in providing the venue and staff resource on the day was invaluable. Many suppliers and contractors to the games discounted their charges once they had an understanding of the unique nature of the event and the positive impact that it would have on the children of our city. The support shown through voluntary contributions and sundry in-kind support would realistically double the actual cost of the games.

PROMOTIONAL MATERIAL

The following material was printed to promote the games:

- The Teacher Resource Kit – distributed to 134 schools, three copies per school (one for each syndicate: junior, middle and senior).
- Stickers – promoting the Olympic spirit of friendship, fair play and unity were handed out on the torch relay to 32,000 children in 117 schools.
- Posters – promoting the “Press Play for Action” family sports day and Olympic spirit were distributed to Christchurch schools, libraries and sports centres.
- Certificates – acknowledging each child’s participation in the Children’s Millennium Games were sent to 117 schools for issue to 32,000 children.
- Bookmarks – promoting the “Press Play for Action” family sports day and the Olympic Spirit were sent to 117 schools for issue to 32,000 children as a take home reminder of the weekend events.
- Programmes – commemorative programmes were produced for both the opening and closing ceremonies and issued to all those attending.
- The Children’s Millennium Games Videos – seven-minute promotional video and two-hour opening ceremony video and 15-minute opening ceremony highlights video.

MEDIA COVERAGE

From the start of the project Turning Point 2000 created as many media opportunities as possible to promote all aspects of the Children’s Millennium Games. A summary of television and radio coverage is available in the Children’s Millennium Games Report.

PARTICIPATION AND FEEDBACK

Participation

Of the 134 schools invited to take part in the games, 117 schools participated in the games torch relay and 101 schools attended the opening ceremony. Approximately 40 schools were represented at the closing ceremony.

Feedback

The success of the games can be measured by feedback from five different groups:

- The children who participated in the event
- Turning Point 2000's Sport 2000 Advisory Group
- The Children's Millennium Games Committee
- Funders and sponsors of the games
- School teachers and principals

Details of the feedback from each of these groups are included in the Children's Millennium Games Report.

THE FUTURE OF THE CHILDREN'S MILLENNIUM GAMES

A great deal of work was undertaken to produce the Children's Millennium Games. In many respects it was a groundbreaking event. The games successfully involved over 100 schools, bringing them together for a special event. As a result an event was produced of a size previously unimaginable for individual schools. The games provided a positive experience for children, schools and families.

With the knowledge, resources and templates developed the staging of a future games could build easily on the foundation created by the Children's Millennium Games.

Resources such as the teacher resource kit, the games torch and flame, the branding and the event templates could all be updated and reused.

Generating support from the schools, the community, sponsors and funders would be made easier with the knowledge, video and pictorial history and reputation of the Children's Millennium Games of 2000.

CRITICAL SUCCESS FACTORS FOR FUTURE GAMES

Timeline

Adequate planning and preparation time is crucial, ideally beginning two years out with Committee, funding, event manager and early communication with the schools.

The Event Manager's Position

This position should be linked with the director of the CSPPA who has the most liaison with the sports co-ordinators of the schools and could therefore utilise the communication network already in place.

Scale of the games

All Canterbury schools should be encouraged to take part in the games' programme of events. Some elements of the programme will need to be staged on a small regional basis, such as the games torch relay and "Press Play for Action" family sports day. All schools should be encouraged to be part of the opening ceremony, requiring a greater use of private vehicles to relieve the burden on the public transport system and, at the same time, increase the numbers attending.

Funding of the games

The district councils and the Christchurch City Council should be approached to fund the position of the games event manager. The bulk of the remaining funding should come from schools on a decile rated per capita basis and topped up by corporate sponsorship, the NZOC and funding agencies.

Schools' Involvement

In the future it is the schools themselves that will need to lead this event. This will benefit the event in the following ways:

- A greater commitment to liaise with the event manager leading to:
 - improved communication
 - a greater sense of ownership from the schools.

- A greater degree of planning input from the schools with particular reference to:
 - schools planning Olympic teaching units for the games period
 - the programming and timing of the games
 - the development and use of the teacher resource kit.
- Improved budgeting from each school.

Sports Competition Element

A decathlon-style competition could be organised for the “Press Play for Action” family sports day. This would achieve the objective of realising the Olympic Spirit during competition. The change in timing could allow for a partnership with existing athletics and sporting competitions.

Committee Structure

Beyond the initial concept stages The Children’s Millennium Games Committee size was too large. A smaller management committee should be established for any future ‘Games’ with the responsibility to communicate with a wider network. The committee should ideally be chaired or at least include, a primary teacher or principal, with Olympic experience if possible.

NZOC Involvement

The games benefited from financial support from the NZOC. More help in approaching sponsors would have been useful. The games could be promoted to other provinces of New Zealand and used as another element of NZOC sponsorship contracts.

QEII Park

The partnership, support and versatility of QEII Park was vital in the success of the opening ceremony, “Press Play for Action” Family Sports Day and closing ceremony.

Supplementary Information Available

Detailed financial report
 Media file – press releases and press clippings
 Photographic record of the opening ceremony and “Press Play for Action” family sports day
 Videos: Five-minute promotion
 Two-hour opening ceremony
 Fifteen-minute opening ceremony highlights
 Print material – samples of all printed material produced to support the games
 Selection of children’s responses following the games
 Choreographer’s outline and run sheet for the opening ceremony

Rae Finlay will present the Millennium Games Torch and framed IOC medallion acknowledging the Christchurch City Council’s support of the Children’s Millennium Games.

- Recommendation:**
1. That the Christchurch City Council review the future of the Games in term 1 of 2002 and approach the CPPA/ CSPPA Director to assess the demand for the Games to be staged in 2004.
 2. That, if the Children’s Millennium Games are held in 2004, the Christchurch City Council allocate core funding to enable the appointment of the event manager for the 2002/03 and 2003/04 financial years.
 3. That District Councils be invited to allocate funding and participate in a Canterbury-wide games.
 4. That the CPPA Executive take a lead role in the management of the games.

Chairman’s

Recommendation: That the above recommendations be referred to the Leisure Manager for report back to the Committee.