

The Value of the Olympics for Non-host Cities

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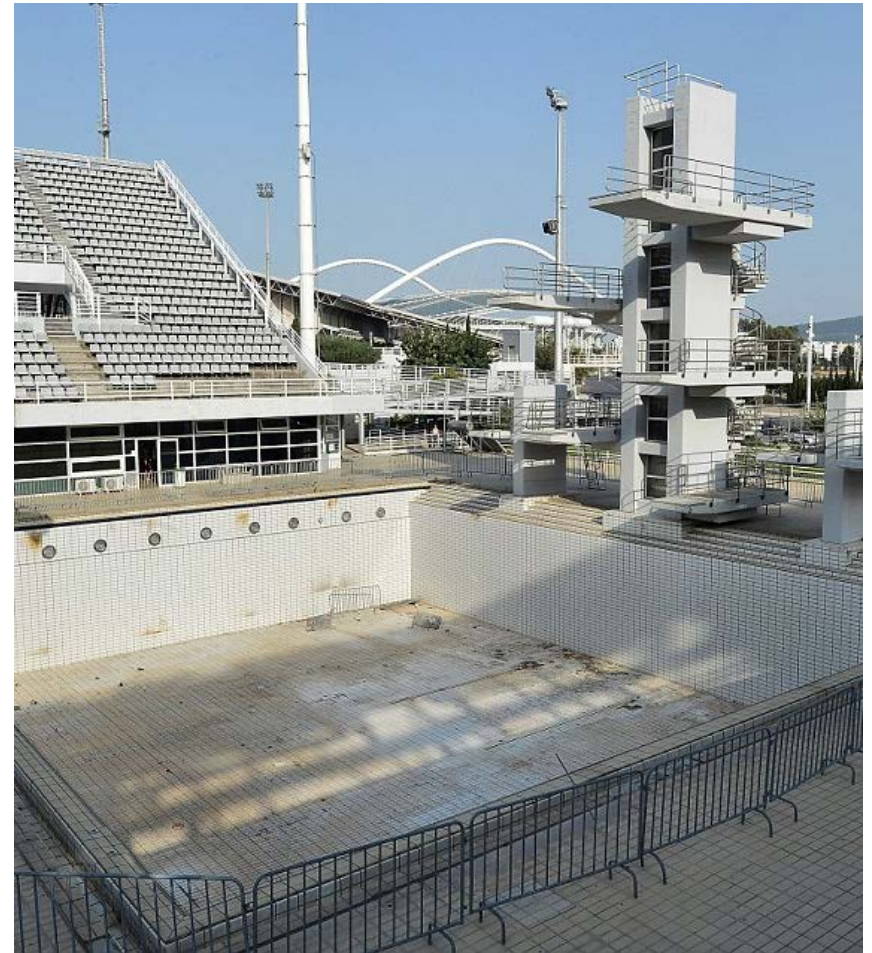


Key Stakeholder - Non-Host Communities

- Hosting of some events, infrastructure development, pre-Game training camps, tourist influx.
- Destination brand positioning and unique selling propositions
- Resident consultation
- Potential change of social fabric. Resident-tourist interactions and potential conflicts.
- learning from other non-host cities
- Legacy

Event Legacy Defined

The importance of sporting facilities, workforce and skills development and community programmes that should be left behind and 'turned over' to the public or local sport organisations after the Games have reached their conclusion (IOC)





Source: <http://www.goldcoastbulletin.com.au/lifestyle/game-over-the-legacy-of-the-summer-and-winter-olympics-for-host-cities-around-the-world/story-fnjdw5o-1226836833243>

Positive and Negative Legacy

- Positive: immediately recognisable such as sport facilities, new roads, subways and business networks, improved image and reputation, feel good factors, social and cultural benefits
- Negative: construction debt, new roads can bring too much traffic or noise, sport facilities that become ‘white elephant’ infrastructure, opportunity costs, crowding out effects, increases in property rents, displacement of residents.

Non Host City Residents

- The experience of major league teams in the United States suggests that the general range of fans from ‘out of the area’ is between 5 and 20 per cent
- This range depends on how one defines ‘the area’
- There is evidence that some fans from beyond the local area do not always come to town just because of the match, but for business reasons, to see family or for other leisure

- Games officials and governments enjoy celebrating legacies that arise from volunteering.
- 40% apply to volunteer because of the profile and excitement of the event.
- Selection process, language skills, social inclusion, engaging non host city residents
- With volunteer roles including interpreters, receptionists, drivers, reporters and medical professionals, 70,000 volunteers become “indispensable for the success of the Rio Games.” 240,000 applied.
- Torch relay and pre- Olympic training play vital roles in engaging non host communities
- Constraints: Self funded transport and accommodation in host city; trade off with regular community volunteering activities.





Gold Coast Commonwealth Games 2018

- Investigated regional community (i.e., Townsville) resident perceptions of a mega-event (i.e., 2018 Commonwealth Games) to be hosted elsewhere in the state (i.e., The Gold Coast).
- Results revealed rivalry between the host and non-host community, and a perceived lack of benefit to the non-host region.
- Non-host city resident perceptions towards volunteering at the event included: travel constraints, lack of awareness, volunteer packages, national pride, once in a lifetime experience, and meeting new people from overseas.

Non Host City Residential Concerns: Beijing Olympics

- Liu, Broom and Wilson (2014) examined legacy of the Beijing Olympics perceived by non-host Shanghai city residents five years post Games
- Perceived Legacy dimensions were identified: ‘Psychic income and social capital’, ‘Infrastructure and skills development’, ‘Networks and cooperation’, ‘Environment’, ‘Tourism and economics’, ‘Sport and health’ and ‘Identity and culture’.
- Findings demonstrate that the level of perceived legacy was contingent upon economic and cultural backgrounds of residents
- Danger of underestimating the effort required by event planners to harness legacy and shift perception of host city image.

Attendance by Non Host Residents and FIFA World Cup South Africa

- This study investigated host community and non-host community resident perceptions of the impacts of the 2010 Soccer World Cup (Slabbert and Thomas 2012)
- Host city residents were in general more positive and involved in the World Cup and bought on average 2.53 tickets whereas residents of the non-host city bought 0.18 tickets to matches.
- Even though both cities experienced the tourism impacts of the soccer event as positive, host-city residents experienced the World Cup highly positive and participated to a greater extent.

Stadia Development and Resident Perceptions

- Studies on sport tourism events tend to focus on economic impacts and neglect social issues (Ritchie and Adair 2004).
- Residents' and regional residents' perceptions are overlooked although they are often directly impacted by sport events,
- One hundred residents in each non-host location were interviewed. The focus of the study was to examine the perceptions of the residents towards the proposed stadia development and potential impacts of the 2010 World Cup.
- Findings revealed considerable support and positive perceptions relating to South Africa's hosting of the 2010 World Cup. However, there were several concerns raised in relation to the distribution of anticipated benefits and the impacts of the stadia on their lives (Bob and Swart 2009)

Legacy impact for residents' quality of life

- This study explored the importance of legacy outcomes for residents' quality of life in four Summer Olympic cities: Atlanta, Sydney, Athens, and Beijing. The study utilized survey research with the four cities residents (Kaplinidou 2012)
- The questionnaires reflected the Olympic Games legacy outcomes as noted in International Olympic Committee official final Olympic Games reports.
- All residents evaluated the importance of the outcomes for their quality of life in a positive light but differences were found within the different demographic profiles of the residents.

Economic Objectives

Mega sporting events often have a non-sporting agenda. These include:

- putting the country 'on the map'
- showcasing the region
- promoting the political system
- creating new trading partners
- attracting investment
- boosting tourism
- creating jobs and business opportunities
- urban renewal, including housing and infrastructure
- building a legacy of sports infrastructure.

Regional Hosting: Case Studies

- One reason Los Angeles can accommodate increasing variety of Olympic sports is by making full use of a large region, The “Valley Cluster, in the bid.”
- Atlanta 1996 Olympics sent many athletes to the University of Georgia (70 miles away). Softball was 100 miles the other direction in Columbus. The canoe/kayak slalom was a couple of hours away in Tennessee.
- Atlanta did relatively well with repurposing. A tennis facility is still awaiting a productive future, but the Olympic stadium became Turner Field, the Atlanta Braves’ home for the next couple of decades.
- Sydney 2000 Games took the opposite approach, cramming as much as possible into a dedicated Olympic Park.
- Athens and Beijing are renowned for the “white elephant” dilapidated venues.
- London has reversed the trend.

Economic Impact Studies

- Rugby World Cup (RWC) 2003 held in Australia by URS Finance and Economics (2004) found that RWC2003 was estimated to have generated \$AU494million in additional industry sales, an additional \$AU55 million in revenue to the Commonwealth Government, and more than 4000 full- and part-time jobs during 2003. The total contribution (GDP) to the Australian economy was \$AU289 million.
- The economic impact study of the Sydney 2000 Olympic Games, over the 12 years ending in 2005/2006, expected to increase New South Wales Gross State Product (GSP) by an average of almost \$AU490 million per year. The value of the impact on the Australian GDP was estimated at \$AU6.5 billion.

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