

IOC Observer Program

The 2018 Olympic Winter Games concluded in PyeongChang, South Korea on 2018 February 25. As part of the continuing Olympic Bid Exploration process, a number of delegates from the Government of Canada (GoC), Government of Alberta (GoA), Town of Canmore and City took part in the International Olympic Committee's (IOC) Observer Program. The project also sent delegates to the Paralympic Winter Games, which concluded on 2018 March 18. Each order of government paid for their own travel expenses.

The Observer Program is intended to provide delegates with an in-depth look at the Olympic and Paralympic Winter Games (OPWG). Delegates attended International Olympic Committee (IOC) and International Paralympic Committee (IPC) workshops and conducted self-assessments regarding existing and built infrastructure used at the PyeongChang Games, liaised with other orders of government, explored potential economic development opportunities, met with Canadian Olympic Committee (COC), Canadian Paralympic Committee (CPC), IOC and International Paralympic Committee (IPC) officials, athletes, staff and Canadian IOC members to gain an understanding from the primary Olympic/Paralympic authorities as to concerns and advice for OPWG bidding and hosting. Observers also focused on the logistical details and commitments Calgary would be making should we bid to host the Games.

Three other cities also took part in the Observer Program – Sapporo, Japan; Stockholm, Sweden; and, Sion, Switzerland. Through Administration's involvement in the Observer Program, we are under the impression that the other 2026 Interested Cities already have Bid Corporations in place.

The Calgary 2026 objectives were:

- 1) To gain a deeper understanding and first-hand perspective on the opportunities and challenges involved in hosting the Olympics and Paralympics;
- 2) To invite a broader level of engagement within The City of Calgary, Government of Alberta, Town of Canmore, Government of Canada and other stakeholders;
- 3) To demonstrate to the International Olympic Committee that Calgary is interested in assessing the Olympic and Paralympic Winter Games and has leadership potential, credibility and a collaborative approach;
- 4) Experience team building for those who will carry out the majority of the early-stage work required at both the Executive and Observer levels;
- 5) To present Team Canada as a unified front in our activities by involving the COC, Canadian IOC members, and all orders of government to work together on key messaging and objectives

A debrief meeting was held with delegates on 2018 March 6 and the group agreed that all objectives were met. Representatives from all orders of government (municipal, provincial and federal) appreciated having facetime together in PyeongChang to discuss each other's perspectives on the opportunities and challenges in hosting the Olympics and Paralympics.

List of Workshops Attended by Delegates:

<u>Olympics</u>	
<u>List of IOC Observer Program workshops attended by delegates</u>	<u>IOC Executive Program</u>
<ul style="list-style-type: none"> • Venue Concept • Brand, Identity and Look of the Games • Brand Protection • Ceremonies • Sport Overview • Spectator Experience & Engagement – Briefing/Visit • Medical Services • Accommodation • Technology Strategic Planning • Planning for Security Operations • Press Operations • Visit to IBC/MPC for 2026 Cities • Athlete Experience including visits to Olympic Village for 2026 Cities 	<ul style="list-style-type: none"> • Sustainability Round Table • Games Management 2020/Olympic Agenda 2020 • Olympic Park Visit/Culture & Education presentation • Tour of International Broadcast Centre and Briefing • Coastal Village Tour
<u>Paralympics</u>	
<u>IPC Observer Program</u>	<u>IPC Executive Program</u>
<ul style="list-style-type: none"> • Arrivals & Departures • Medical & Anti-Doping • Engagement Communication • Paralympic Village Overview • Ceremonies • Accreditation & Uniforming • Understanding Classification • Paralympic Brand • Venue Operations <ul style="list-style-type: none"> ○ Alpensia Biathlon Centre ○ Gangneung Hockey Centre ○ Gangneung Curling Centre ○ Jeongseon Alpine Centre • Technology • Sustainability & Legacy • Marketing • Transition Planning & Implementation • Athletes' Experience – Paralympic Village • Paralympic Family • Paralympic Planning Integration • Sport Overview 	<ul style="list-style-type: none"> • Winning Strategies for Major Sport Events • The making of a Successful Host City: Networks, Infrastructure, Power, People • Setting, measuring and achieving legacy objectives • Attracting and Inspiring Audiences

<ul style="list-style-type: none"> • Workforce & Workforce Services • Spectators Experience • Media Experience & Operations • Accommodation • Accessibility • Transport • Venues' Planning & Management • City Operations 	
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Following is a sample of the learnings taken from attending the Games:

Games Operations

- Many Canadians were part of the Games operations teams in South Korea. Our capacity to host an Olympics/Paralympics has been looked at from the perspective of facilities, but we can't lose sight of the fact that Canada, as a winter sports nation, has expertise in running major events.
- It's important to have a festival atmosphere outside of the Olympic Park and bring the Games to all members of the community, whether they have tickets to events or not.
- Gangneung City focused their efforts on advancing tourism by investing in local business, development and implementation of a large cultural program and with displays of public art.
- The Games felt very safe and welcoming. There wasn't a military-type presence. Rather, security personnel were dressed in highly-visible jackets.

IOC

- IOC officials provided great feedback that the Calgary team was prepared for all of the sessions we attended
- IOC also stated that it was meaningful to have Executives and Indigenous representatives attend the Games.

Organizing Committee of the Olympic Games (OCOG)

- Kyle Ripley met with the President of the PyeongChang Organizing Committee. The President's understanding of the 2026 Host City contract is that as the IOC has evolved through Agenda 2020, the new Host City Contract better positions future host cities.
- Delegates from The City of Calgary and the Town of Canmore met with the mayor of Gangneung, who stated that the Olympics were used to connect the country. New highways, a train and hotels were built for the Games, benefitting many towns and cities in South Korea
- Engage youth as early as possible.
- Volunteers enhance the brand; they engaged youth and athletes and went to schools to bring out the excitement